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***TOWN OF NARRAGANSETT***  
***2011 CITIZEN ATTITUDE SURVEY***  
**-Final Report-**

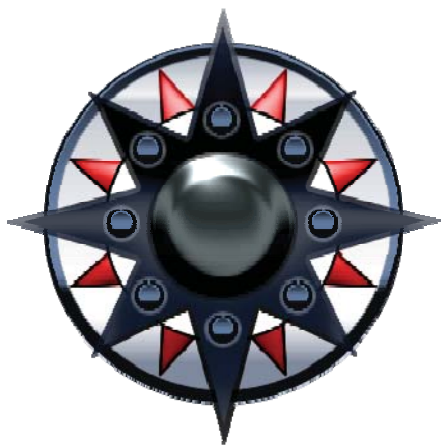
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Submitted to:  
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May 2011





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# 2011 DirectionFinder® Survey

## Executive Summary Report

### Overview and Methodology

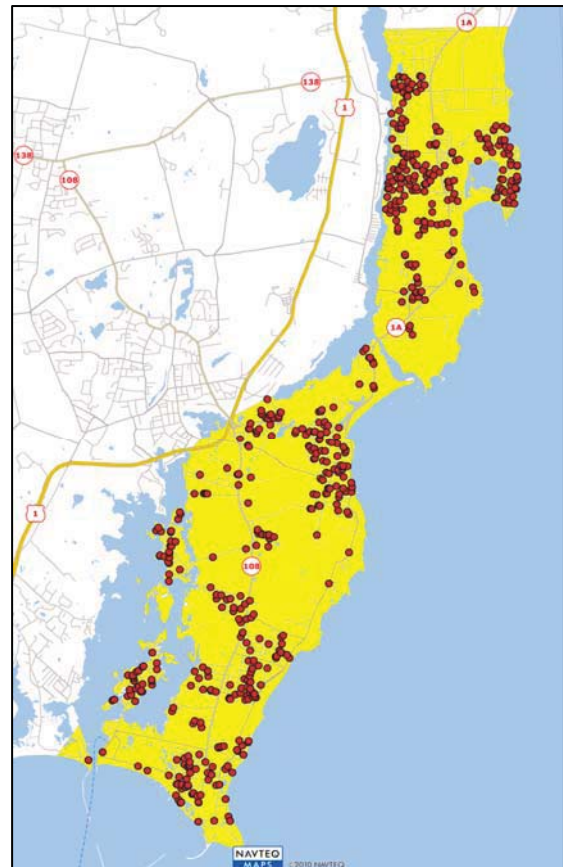
During April and May of 2011, ETC Institute administered a citizen attitude survey for the Town of Narragansett. The purpose of the survey was to assess resident satisfaction with the delivery of major town services and to help set priorities for the community.

The five-page survey was administered by phone to a random sample of 603 residents. The results for the random sample of 603 households have a 95% level of confidence with a precision of at least  $\pm 4.0\%$ .

The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between town services. Since the number of “don’t know” responses often reflects the utilization and awareness of town services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that shows how the survey results compare to the U.S. national average
- importance-satisfaction analysis





- tabular data for all questions on the survey
- a copy of the survey instrument
- GIS maps that shows the results of selected questions on the survey on maps of the Town are provided in Appendix A of this report

## **Perceptions of the Community**

Residents were generally satisfied with the overall quality of life in the Town: eighty-six percent (86%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of life in the Town, 10% were neutral and only 4% were “dissatisfied.”

## **Overall Satisfaction Major Town Services**

Eighty-two percent (82%) of residents, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the Town, 14% were neutral and only 4% were dissatisfied. The Town services with the highest levels of satisfaction were: emergency medical services (94%), library services (93%), fire services (93%) and police services (86%). Residents were least satisfied with the maintenance of Town streets and sidewalks (50%).

## **Overall Priorities**

The major categories of Town services that residents felt were most important, based on the percentage of residents who selected the item as one of their top four choices, were:

- police services (51%)
- fire services (41%)
- maintenance of street and sidewalks (37%)
- emergency medical services (29%)

## **SATISFACTION WITH SPECIFIC TOWN SERVICES**

### **Parks and Recreation**

The highest levels of satisfaction with parks and recreation services in Narragansett, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: with the maintenance and appearance of existing Town parks (81%), the number of Town parks (79%) and the mowing and trimming of public areas and greenspace (79%). Residents were least satisfied with the Town swimming pool (52%).



The top three parks and recreation services that residents thought were most important for the Town to provide were: 1) the quality of the Town beach, 2) the maintenance and appearance of existing Town parks and 3) walking and biking trails in the Town.

## Code Enforcement

The code enforcement services that residents were most satisfied with, based upon a combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the maintenance of commercial property in the Town (66%) and the maintenance of residential property (62%).

The two code enforcement services that residents thought were most important were: 1) the cleanup of junk and debris on private property and 2) the maintenance of residential property in the Town.

## Streets and Infrastructure

The highest levels of satisfaction with streets and infrastructure services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the cleanliness of Town streets and other public areas (72%), the mowing and trimming of streets and other public areas (72%) and the timing of traffic signals (69%).

The two street and infrastructure items that residents thought were most important were: 1) the maintenance of major Town streets and 2) the maintenance of neighborhood streets.

## Communication

The communication services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the usefulness of information on the Town’s website (60%) and the availability of information about government operations (59%).

### Other Communication-Related Findings

- **Sources of Information.** The source where residents received most of their information about the Town was the newspaper (76%). Some of the other sources where residents received information about the Town were: the television (37%) and the Internet (31%). The electronic source that residents used most often to get information about the Town was the Internet (61%). Some of the other electronic sources that residents used to get information about the Town were: Facebook (21%) and text messaging (16%).



## Customer Service

The customer service items that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: how easy Town employees were to contact (87%), the way they were treated by employees (84%) and the accuracy of the information and assistance given (77%).

## Water/Wastewater Utilities

Eighty-two percent (82%) of residents, who had an opinion, were “very satisfied” and “satisfied” with their drinking water services, 11% were neutral and 6% were dissatisfied. Eighty-one percent (81%) of residents, who had an opinion, were “very satisfied” and “satisfied” with their wastewater services, 12% were neutral and 8% were dissatisfied.

## Other Finding

- **Most Residents Felt Safe in Narragansett.** Ninety-six percent (96%) of residents, who had an opinion, felt “very safe” or “safe” in their neighborhood at night; 93% of residents felt “very safe” or “safe” in Town parks and 91% felt “very safe” or “safe” in commercial and retail areas of the Town.
- **Fiscal Issues.** The areas that residents were **most willing** to accept reductions in funding or service to help balance the budget, based upon a combination of “very willing” and “willing” responses, were: park maintenance and operating hours (36%), recreation facilities and programs for adults (34%) and swimming pools and instruction permits (31%).

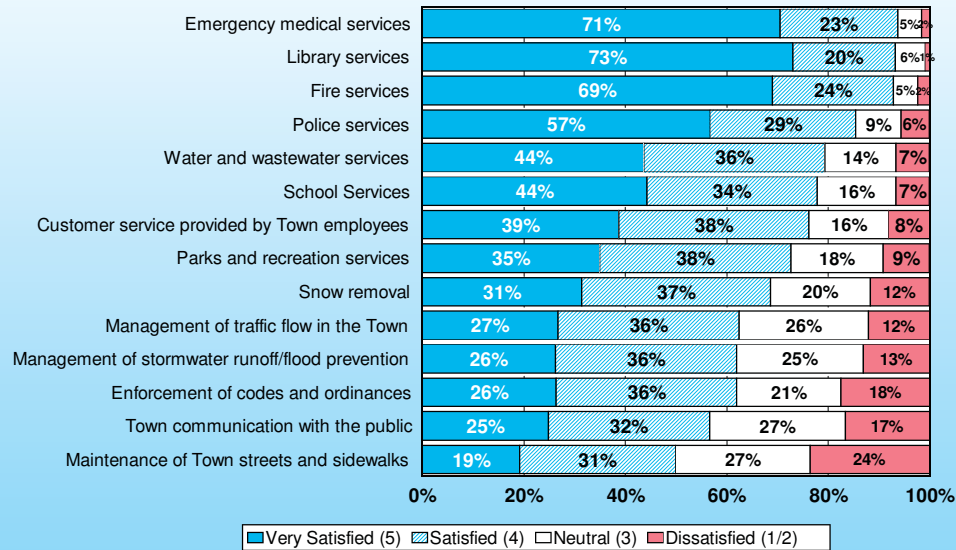
The areas that residents were **most unwilling** to accept reductions in funding or service, based upon a combination of “not willing” and “not willing at all” responses, were: emergency medical response (71%), fire response (70%) and police patrols/police response (65%). When asked if they would be willing to pay an increase in taxes to avoid reductions in the services they were not willing to accept reductions in, residents were generally split: 42% were willing to pay an increase in taxes, 54% were not willing and 4% were not sure.

*Section 1:*  
*Charts and Graphs*

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## Q1. Overall Satisfaction With Town Services by Major Category

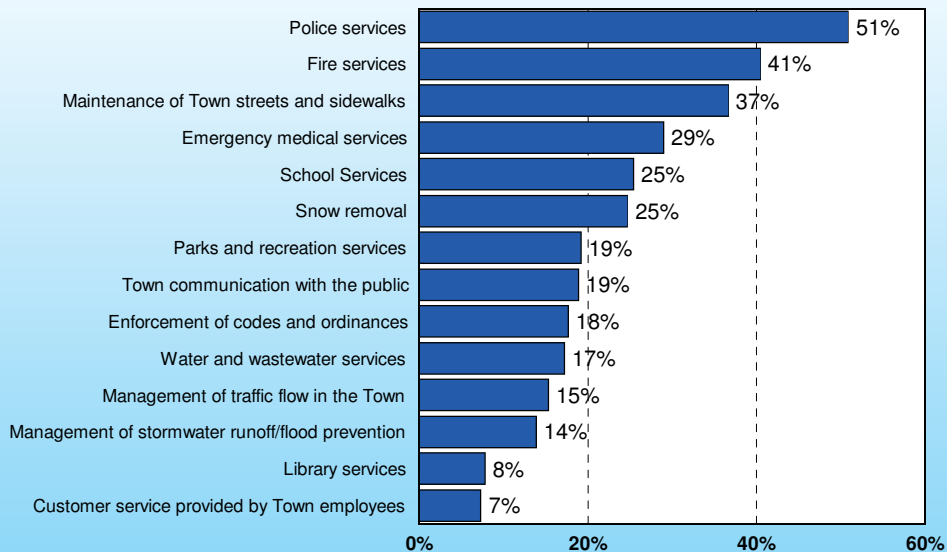
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q2. Town Services That Are Most Important to Residents by Major Category

by percentage of respondents who selected the item as one of their top four choices

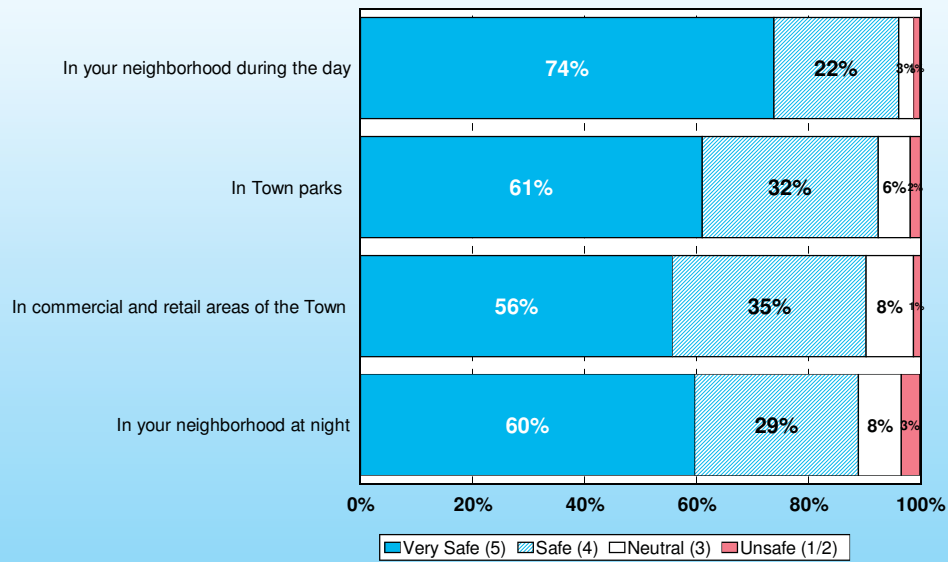


Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)



### Q3. How Safe Do You Feel?

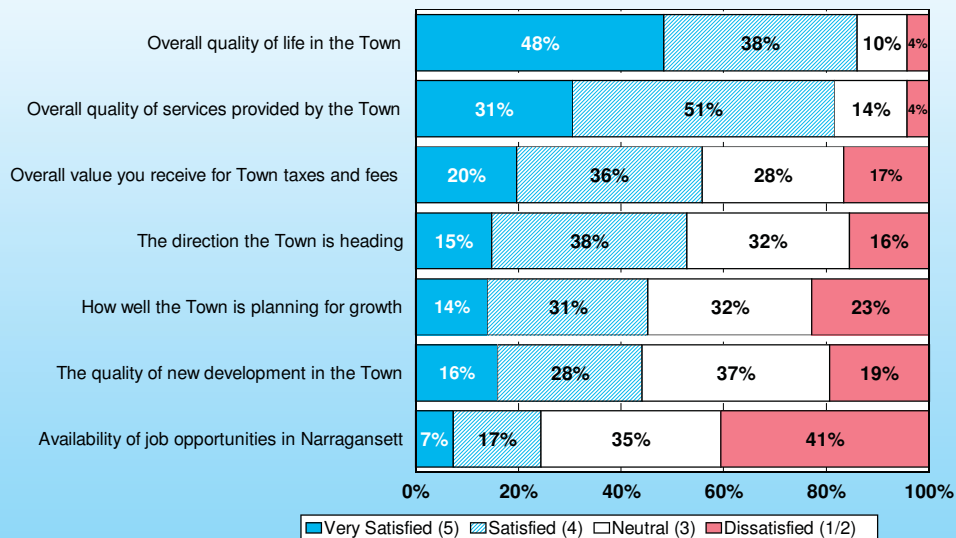
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q4. Satisfaction With Items That Influence the Perception Residents Have of the Town

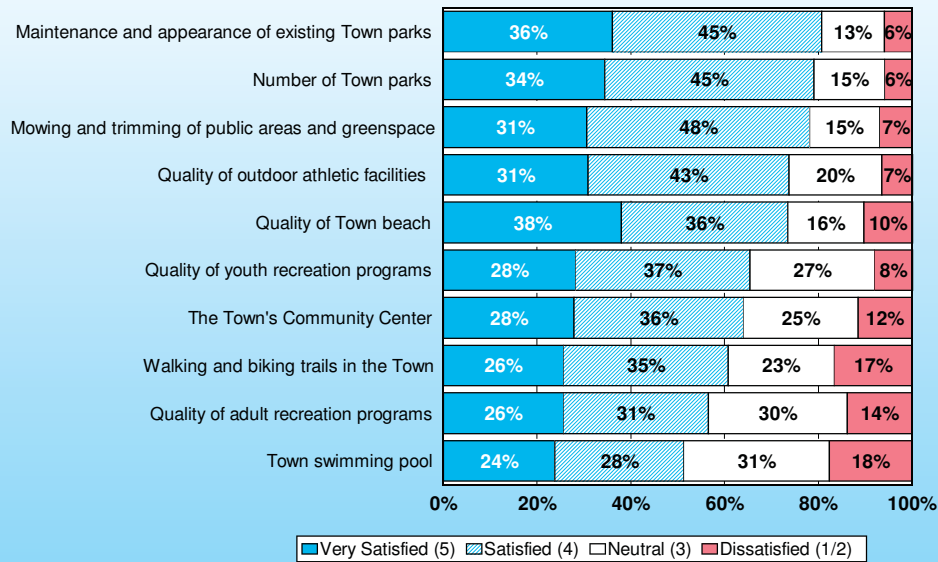
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q5. Satisfaction with Various Aspects of Parks and Recreation

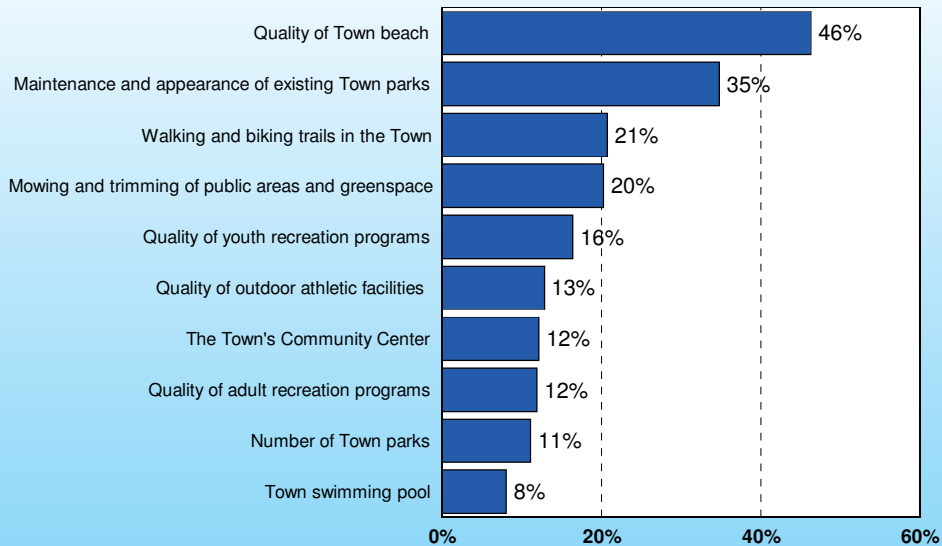
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q6. Parks and Recreation Services That Residents Thought Were Most Important for the Town to Provide

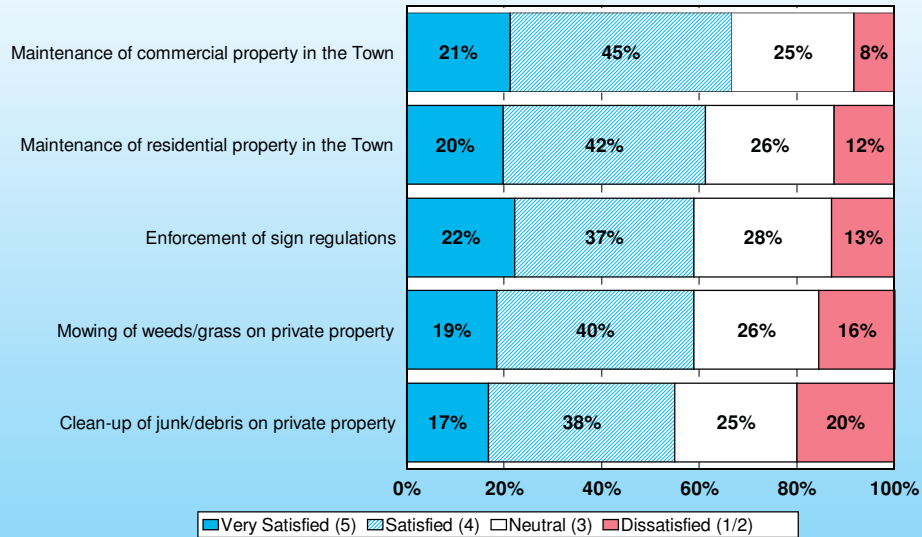
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q7. Satisfaction with Various Aspects of Code Enforcement

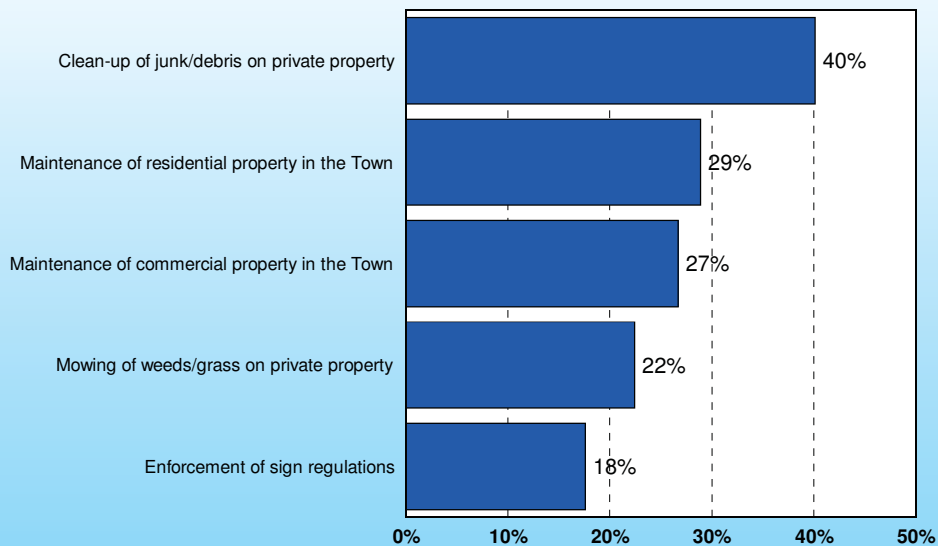
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q8. Code Enforcement Services That Residents Thought Were Most Important for the Town to Provide

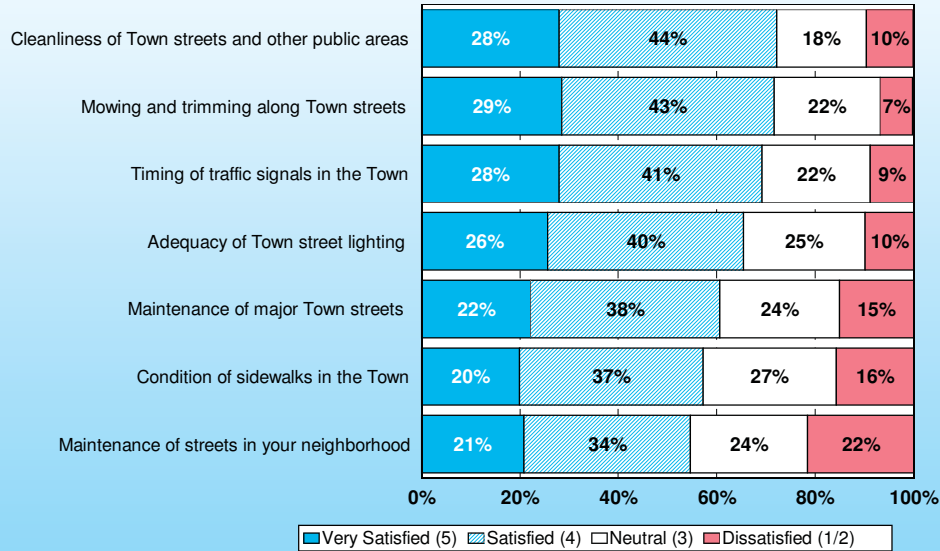
by percentage of respondents who selected the item as their top two choices



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q9. Satisfaction with Various Aspects of Streets and Infrastructure

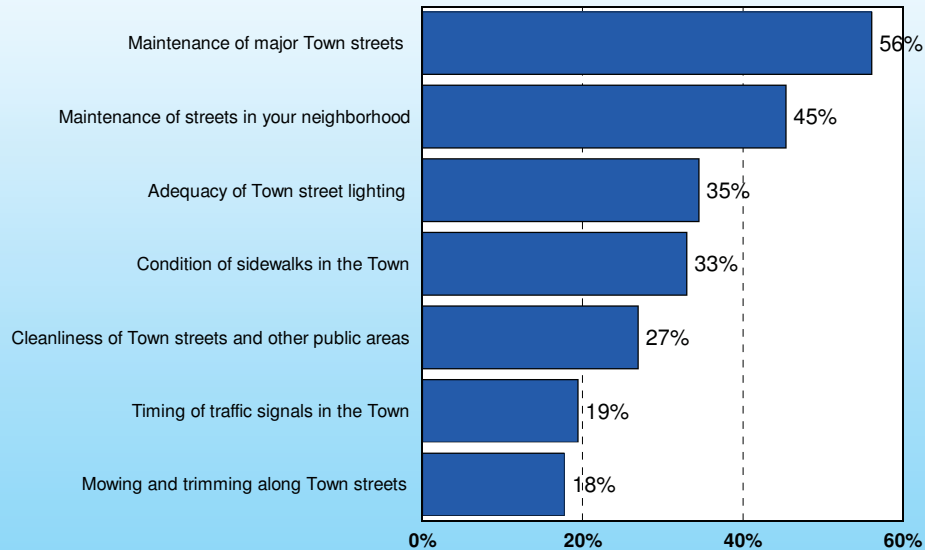
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q10. Streets and Infrastructure Services That Residents Thought Were Most Important for the Town to Provide

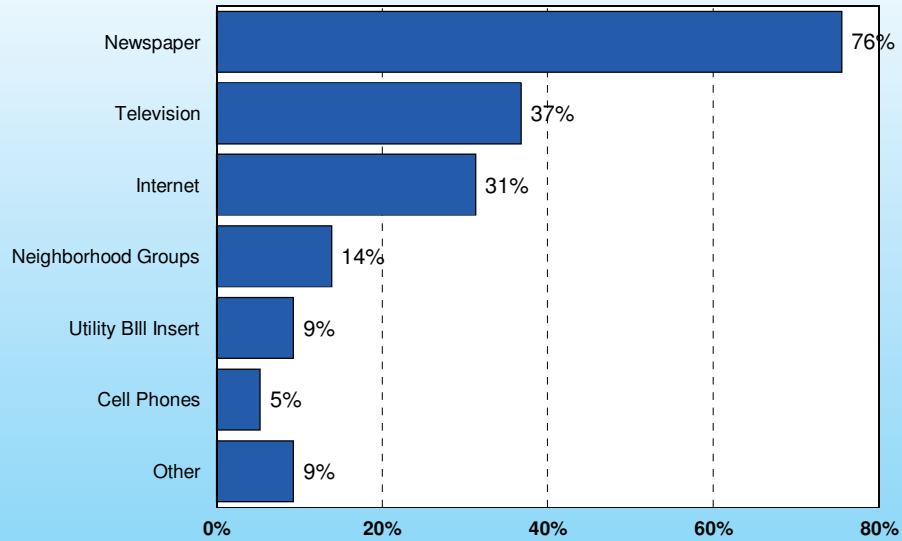
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q11. Sources Where Residents Currently Get Information About the Town

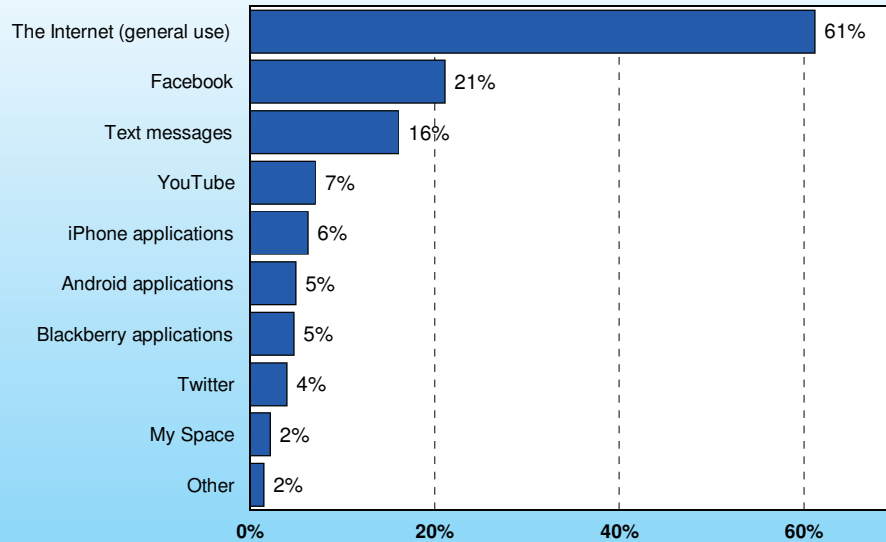
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q12. Electronic Sources That Residents Are Currently Using to Get Information

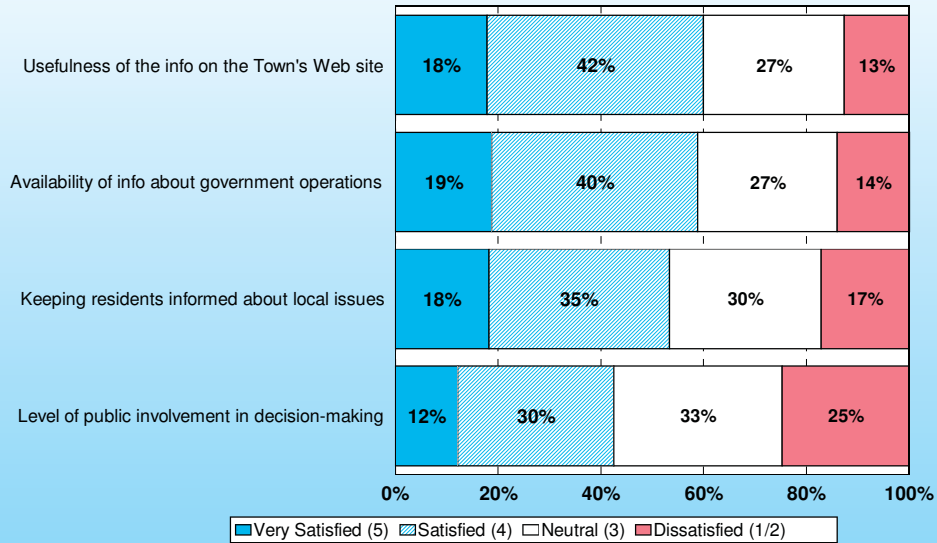
by percentage of respondents (multiple selections were allowed)



Source: ETC Institute (2010 Round Rock Community Survey)

### Q13. Satisfaction with Various Aspects of Communication

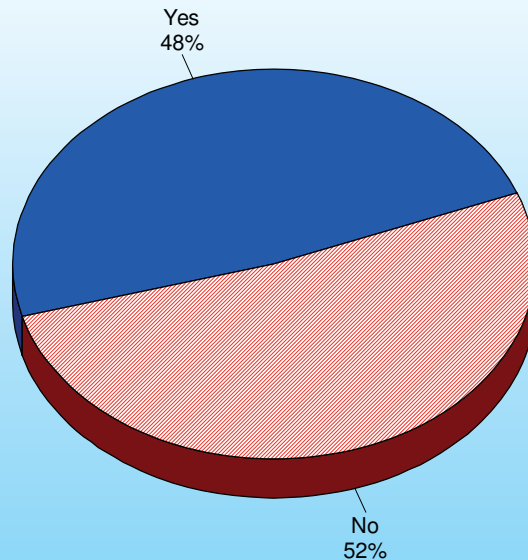
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q14. Have you contacted the Town of Narragansett during the past year?

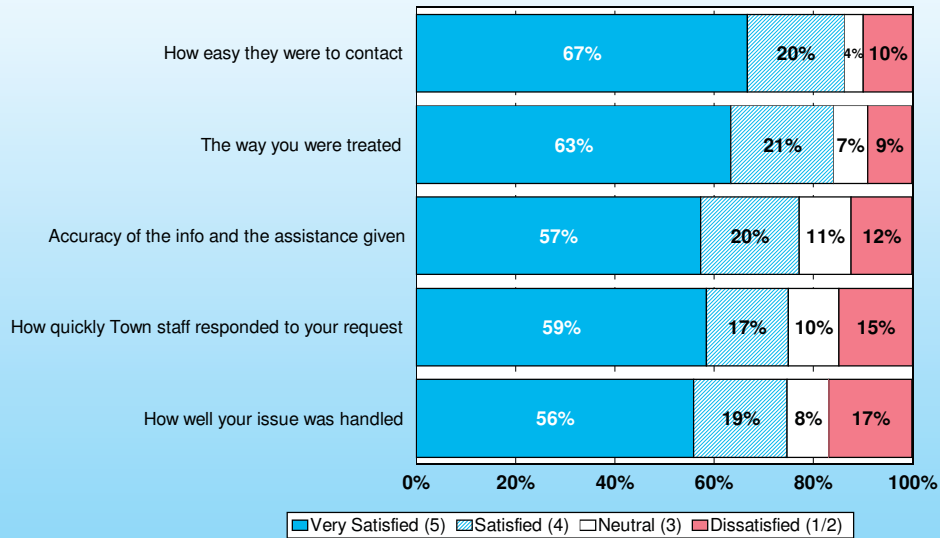
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q14b. Satisfaction with the Customer Service Received from Town Employees

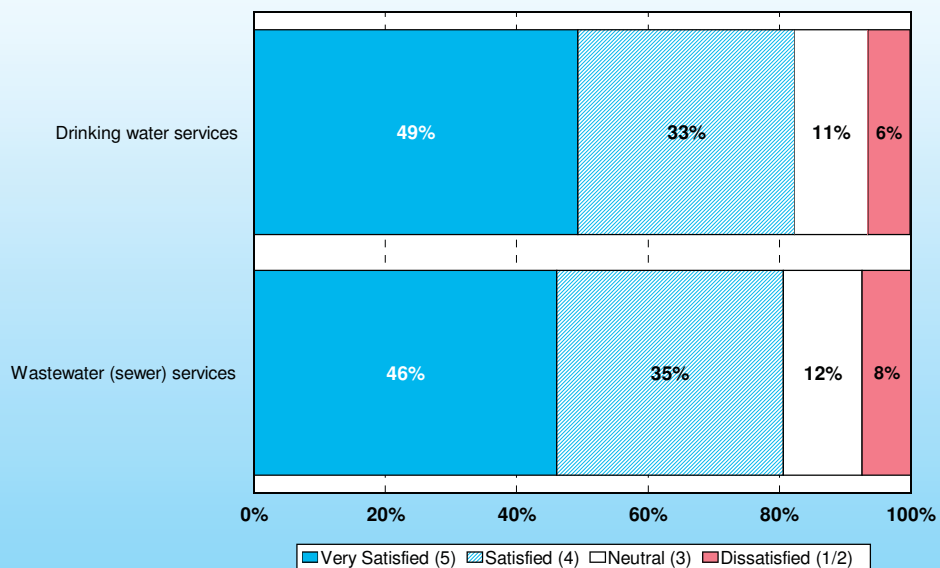
by percentage of respondents who contacted the Town (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Q15. Satisfaction with Water/Wastewater Services

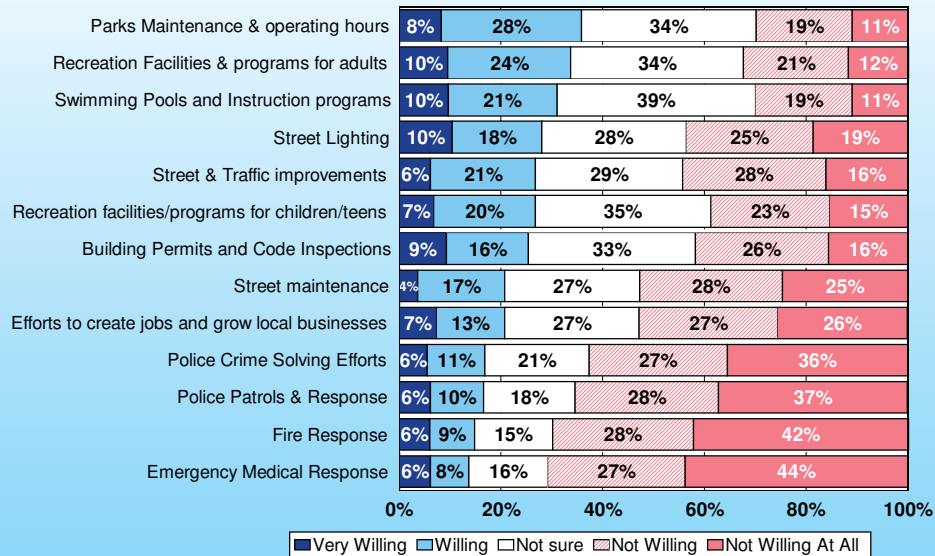
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q16. Willingness of Residents to Accept Reductions in Funding or Service in Specific Areas to Help Balance the Budget

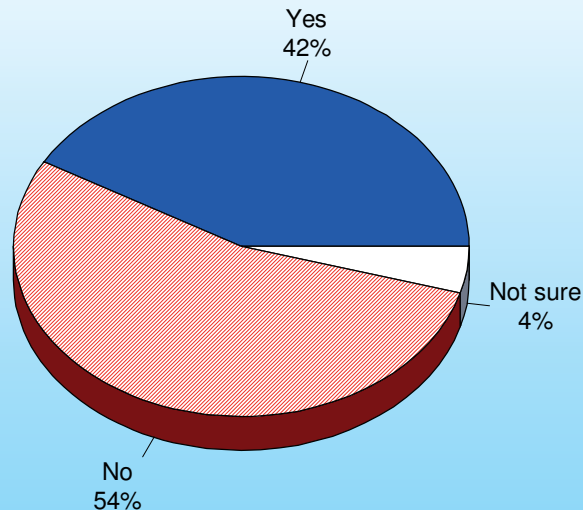
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## Q16a. Would you be willing to pay an increase in taxes to avoid reductions in the service you indicated that you were not willing to accept reductions in?

by percentage of respondents who were "not willing" or "not willing at all" to accept reductions in one or more of the services asked in Q16



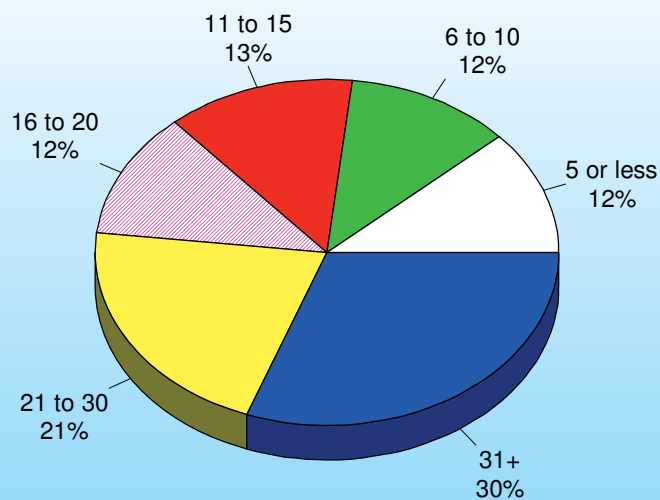
Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)



## Demographics

### Demographics: Years Lived in Narragansett

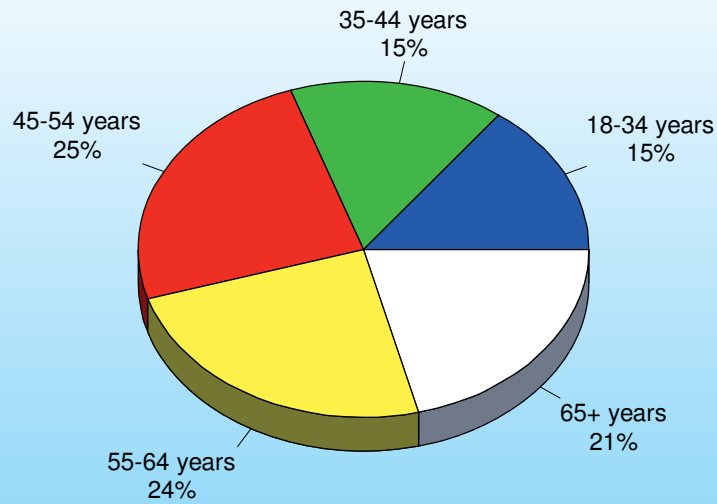
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Demographics: Age of Respondents

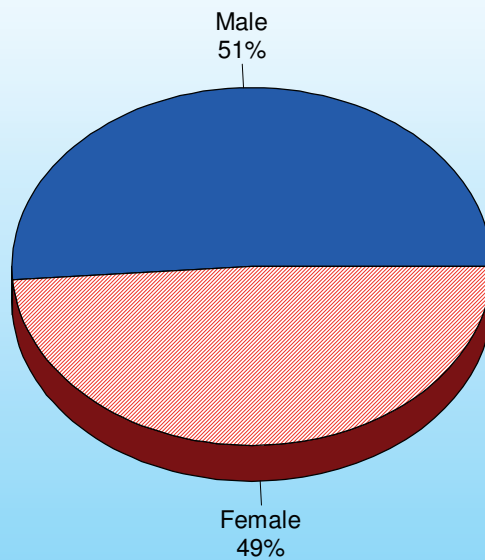
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Demographics: Gender

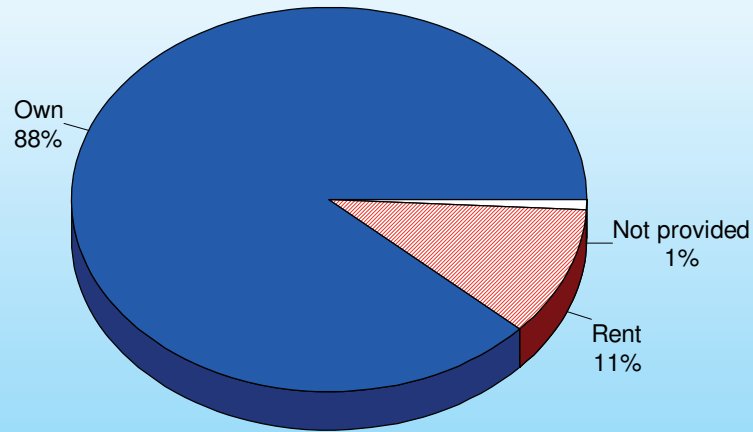
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Demographics: Do you own or rent your home?

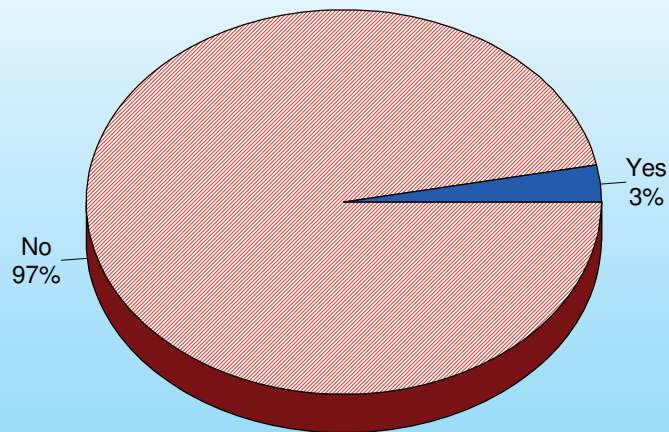
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Demographics: Are you a student?

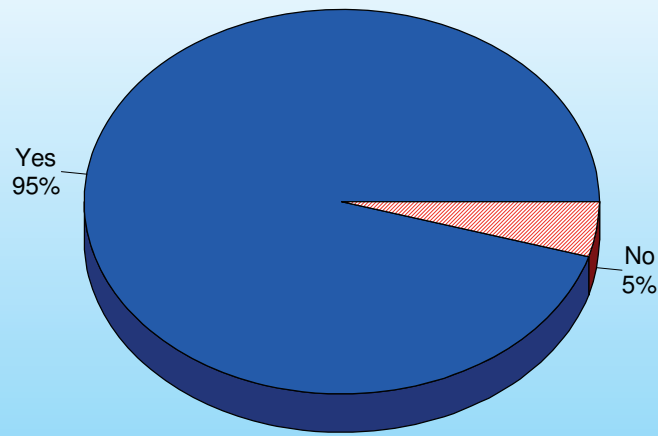
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Demographics: Are you registered to vote?

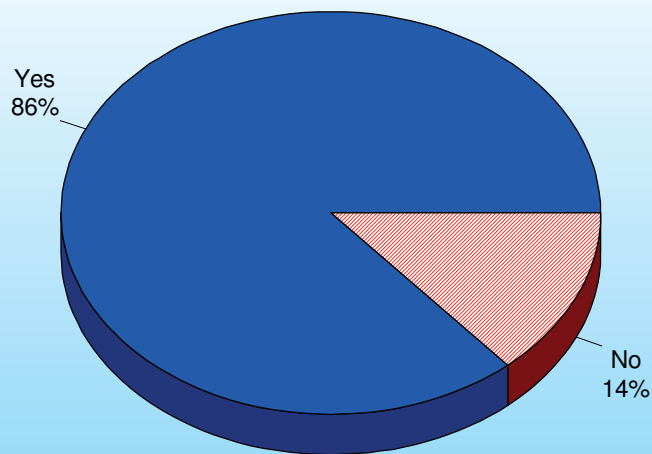
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

### Demographics: Did you vote in the Town's last local election?

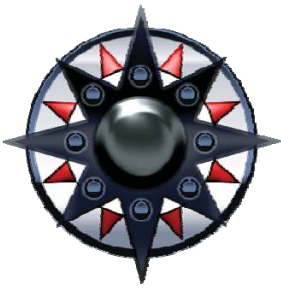
by percentage of respondents



Source: ETC Institute (Town of Narragansett 2011 Citizen Attitude Survey)

## *Section 2:* *Benchmarking Data*

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## DirectionFinder® Survey

### Year 2011 Benchmarking Summary Report

#### Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 200 cities and counties in 38 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during March 2010 to a random sample of more than 4,377 residents in the continental United States. The second source is from a regional survey administered to a random sample of 438 residents in the Northeast Region of the U.S. during March 2010. The Northeast Region included the following states: Vermont, Rhode Island, New York, New Hampshire, Maryland, Connecticut and Maine.

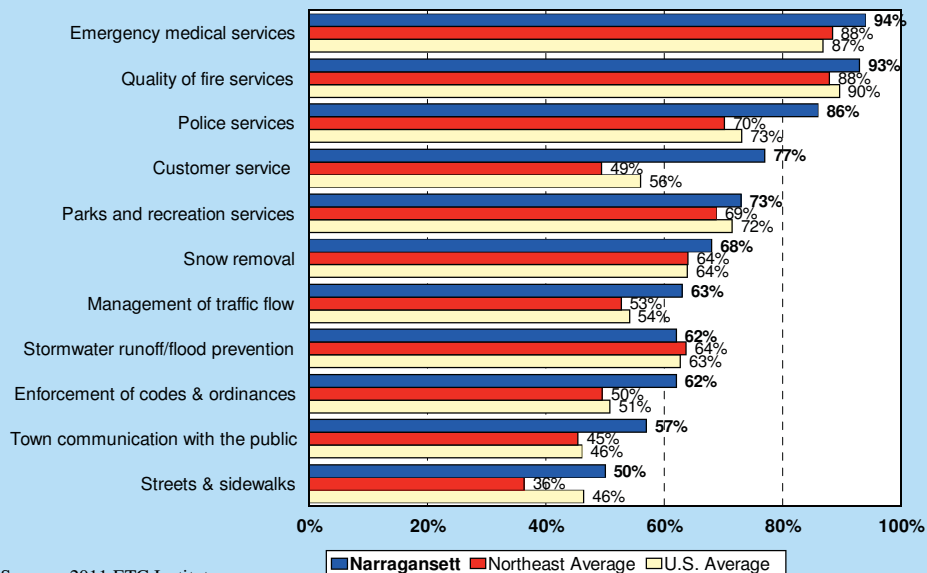
The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,300 residents; the “Northeast Average” shown in the charts reflects the results of the regional survey of 438 residents in Vermont, Rhode Island, New York, New Hampshire, Maryland, Connecticut and Maine.

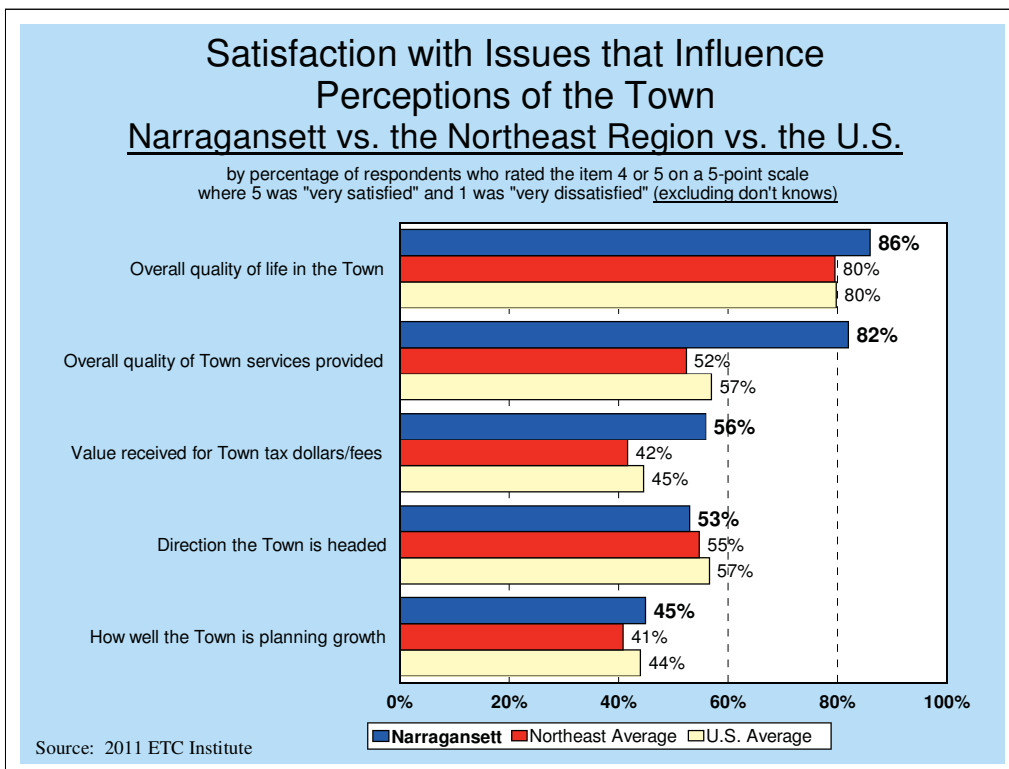
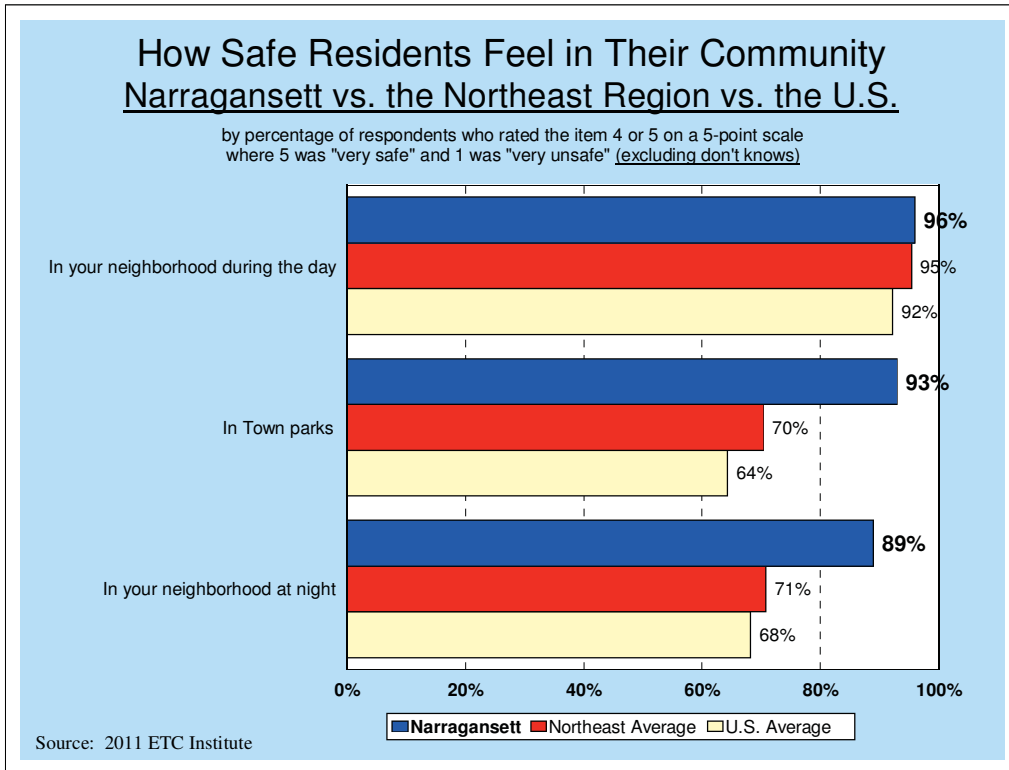
## National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Town of Narragansett is not authorized without written consent from ETC Institute.**

### Overall Satisfaction with Various Town Services Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

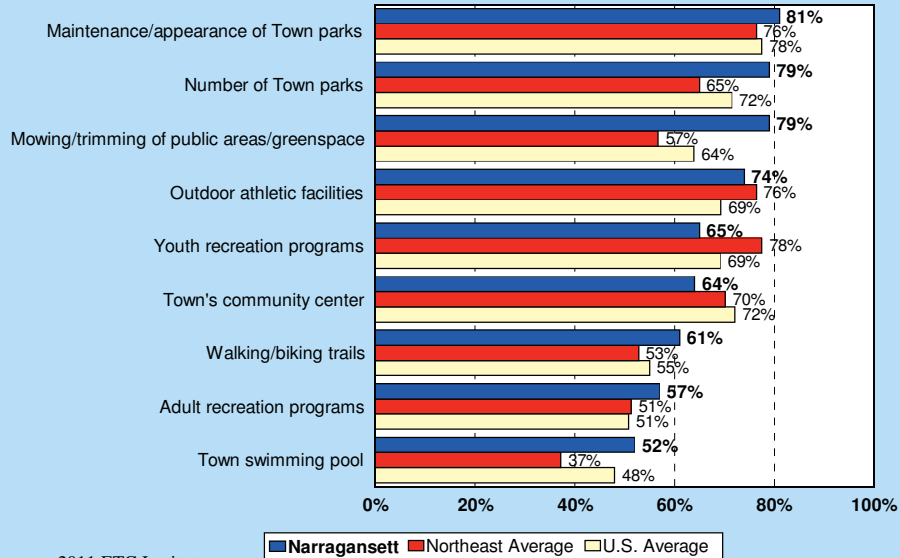






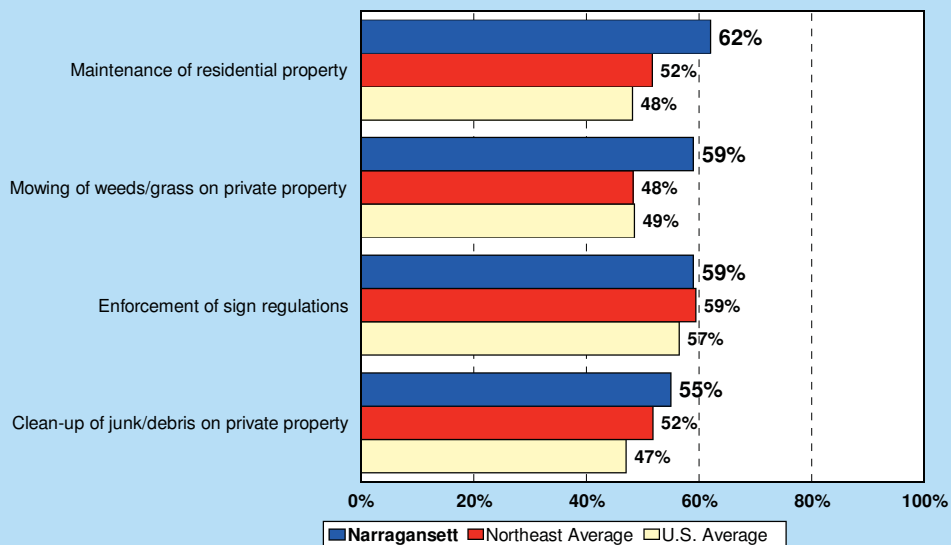
## Overall Satisfaction with Parks and Recreation Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



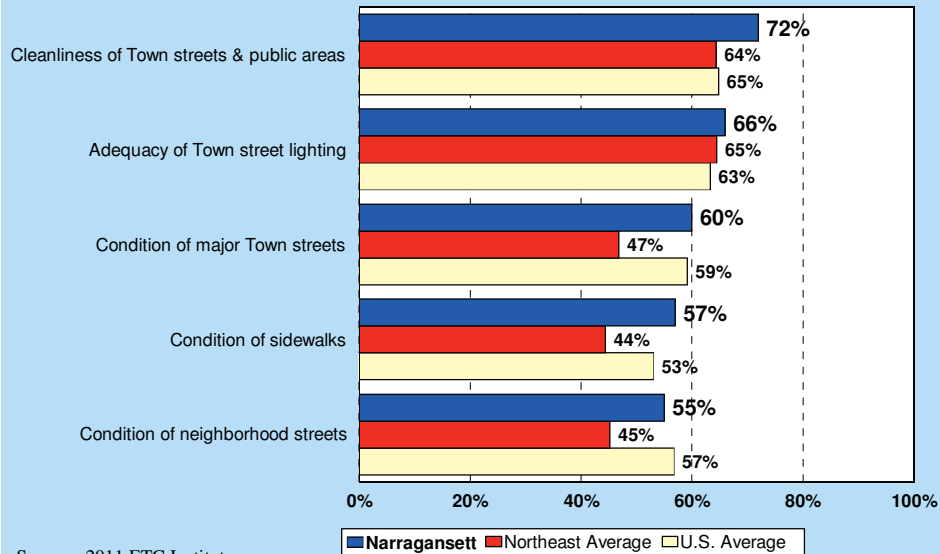
## Overall Satisfaction with Code Enforcement Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



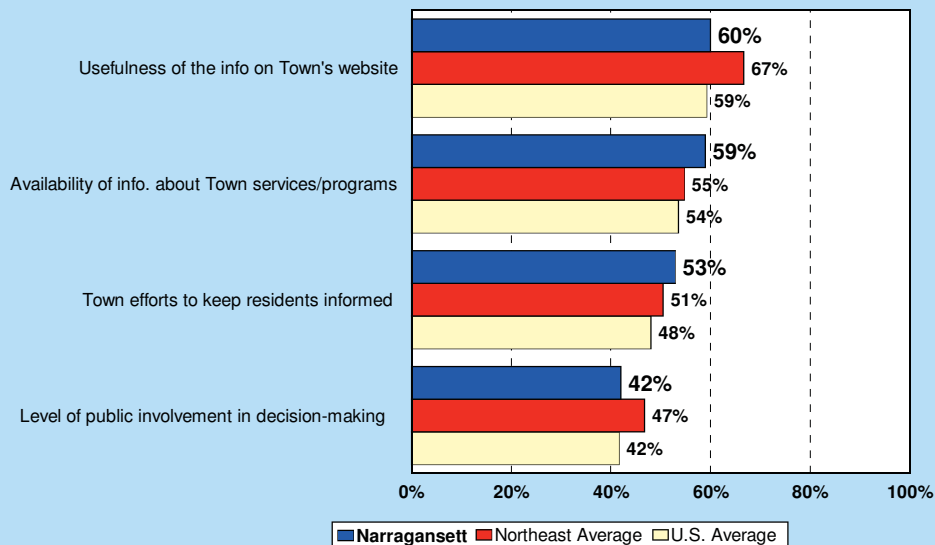
## Overall Satisfaction with Streets and Infrastructure Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



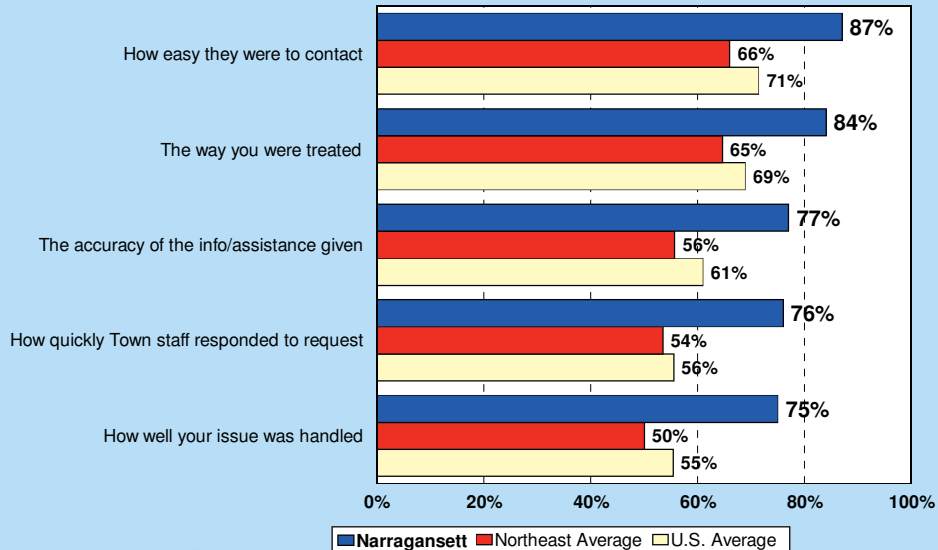
## Overall Satisfaction with Communication Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



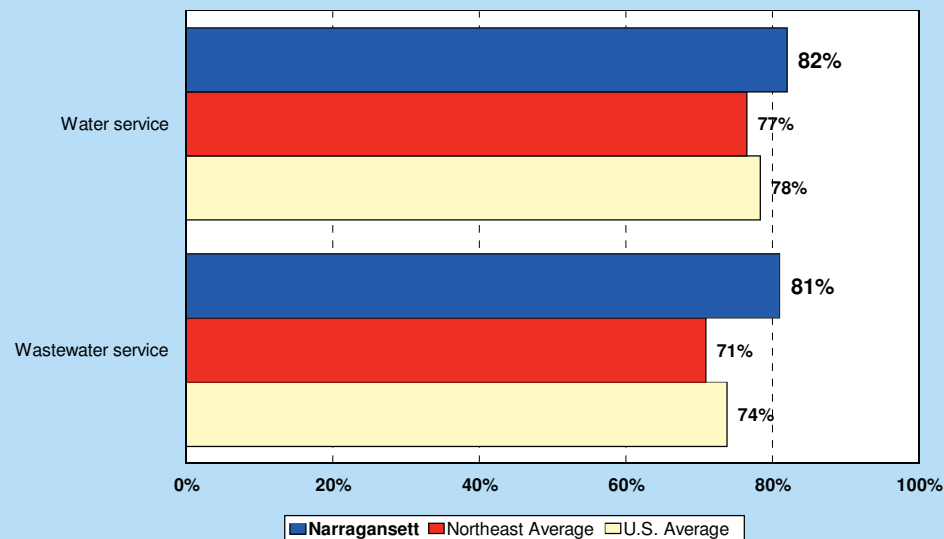
## Overall Satisfaction with Customer Service Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



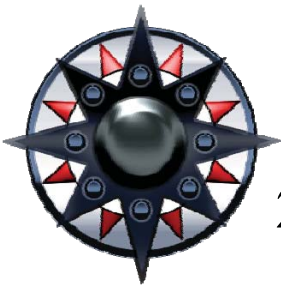
## Overall Satisfaction with Utility Services Narragansett vs. the Northeast Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



*Section 3:*  
*Importance-Satisfaction*  
*Analysis*

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# 2011 Importance-Satisfaction Analysis

## Narragansett, Rhode Island

### Overview

Today, City and Town officials have limited resources to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities and towns will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the Town to emphasize. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the Town's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[I-S = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of Town services they thought were most important for the Town to provide. Fifty-one percent (51%) of residents ranked *police services* as the most important Town service.

With regard to satisfaction, *police services* was ranked fourth overall with 86% rating *police services* as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for *police services* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 51% was multiplied by 14% (1-0.86). This calculation yielded an I-S rating of 0.0714, which was ranked fourth out of the fourteen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of the items they felt was most important and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the services they felt was most important.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Narragansett are provided on the following pages.

## Importance-Satisfaction Rating

### Town of Narragansett

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Maintenance of Town streets and sidewalks	37%	3	50%	14	0.1839	1
<b>Medium Priority (IS &lt;.10)</b>						
Town communication with the public	19%	8	57%	13	0.0820	2
Snow removal	25%	6	68%	9	0.0790	3
Police services	51%	1	86%	4	0.0714	4
Enforcement of codes and ordinances	18%	9	62%	12	0.0674	5
Management of traffic flow in the Town	15%	11	63%	10	0.0566	6
School Services	25%	5	78%	6	0.0564	7
Management of stormwater runoff and flood prevention	14%	12	62%	11	0.0530	8
Parks and recreation services	19%	7	73%	8	0.0524	9
Water and wastewater services	17%	10	80%	5	0.0344	10
Fire services	41%	2	93%	3	0.0288	11
Emergency medical services	29%	4	94%	1	0.0183	12
Customer service provided by Town employees	7%	14	77%	7	0.0168	13
Library services	8%	13	93%	2	0.0053	14

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were most important for the Town to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### Town of Narragansett

### PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Quality of Town beach	46%	1	74%	5	0.1227	1
<b>Medium Priority (IS &lt;.10)</b>						
Walking and biking trails in the Town	21%	3	61%	8	0.0811	2
Maintenance and appearance of existing Town parks	35%	2	81%	1	0.0672	3
Quality of youth recreation programs	16%	5	65%	6	0.0567	4
Quality of adult recreation programs	12%	8	57%	9	0.0518	5
The Town's Community Center	12%	7	64%	7	0.0436	6
Mowing and trimming of public areas and greenspace	20%	4	79%	3	0.0424	7
Town swimming pool	8%	10	52%	10	0.0384	8
Quality of outdoor athletic facilities	13%	6	74%	4	0.0335	9
Number of Town parks	11%	9	79%	2	0.0232	10

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the Town to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



## Importance-Satisfaction Rating

### Town of Narragansett

### CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Clean-up of junk/debris on private property	40%	1	55%	5	0.1805	1
Maintenance of residential property in the Town	29%	2	62%	2	0.1098	2
<b>Medium Priority (IS &lt;.10)</b>						
Mowing of weeds/grass on private property	22%	4	59%	4	0.0921	3
Maintenance of commercial property in the Town	27%	3	66%	1	0.0908	4
Enforcement of sign regulations	18%	5	59%	3	0.0723	5

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the Town to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### Town of Narragansett

### STREETS and INFRASTRUCTURE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major Town streets	56%	1	60%	5	0.2244	1
Maintenance of streets in your neighborhood	45%	2	55%	7	0.2057	2
<b><u>High Priority (IS .10-.20)</u></b>						
Condition of sidewalks in the Town	33%	4	57%	6	0.1412	3
Adequacy of Town street lighting	35%	3	66%	4	0.1173	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Cleanliness of Town streets and other public areas	27%	5	72%	1	0.0748	5
0	19%	6	69%	3	0.0598	6
Mowing and trimming along Town streets	18%	7	72%	2	0.0501	7

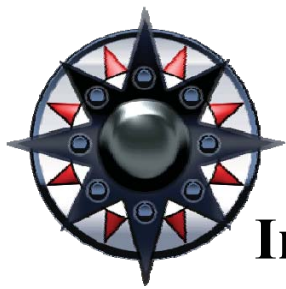
**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the Town to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.



## Importance-Satisfaction Matrix Analysis Narragansett, Rhode Island

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the Town is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The Town should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the Town is performing significantly better than customers expect the Town to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with Town services. The Town should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the Town is not performing as well as residents expect the Town to perform. This area has a significant impact on customer satisfaction, and the Town should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the Town is not performing well relative to the Town's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with Town services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

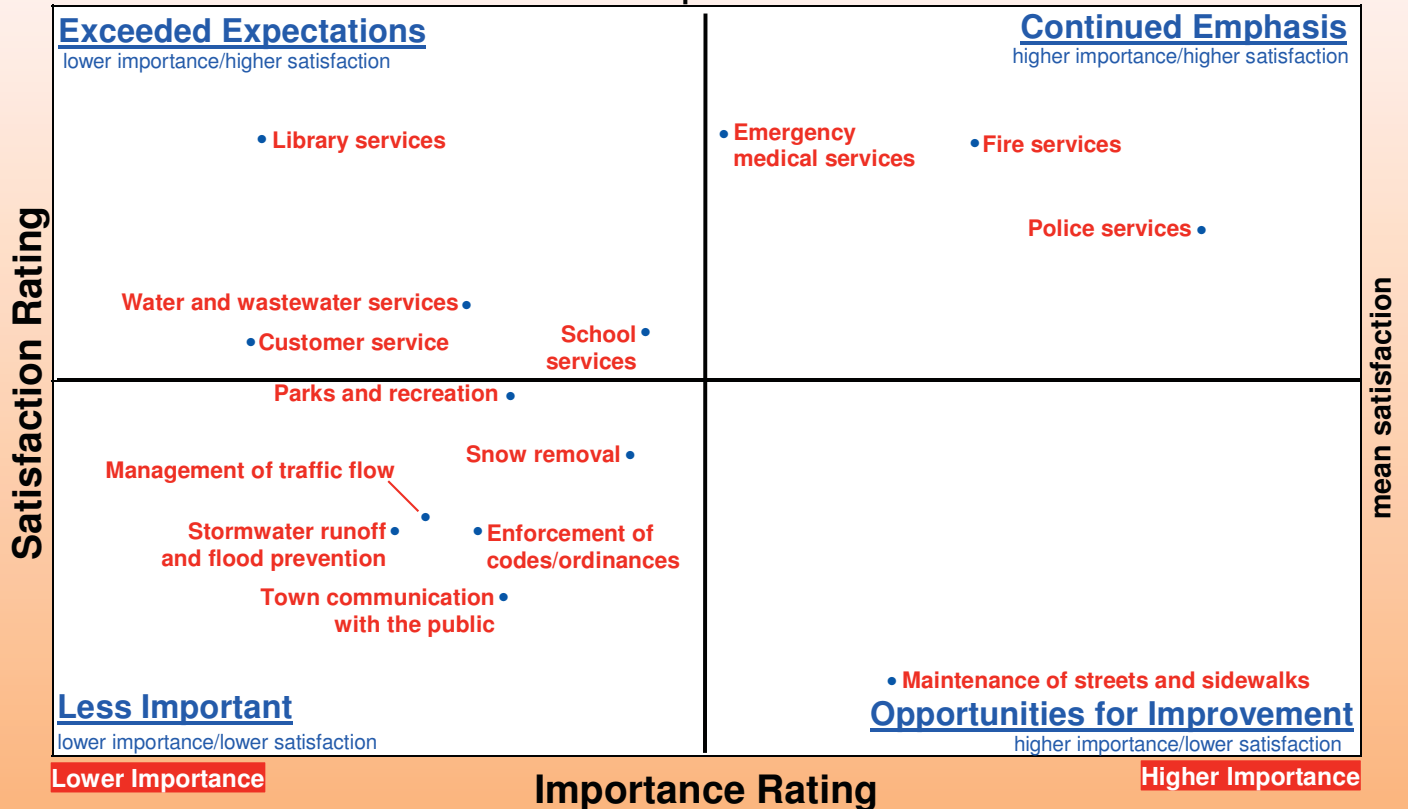
**Matrices showing the results for Narragansett are provided on the following pages.**

# 2011 Town of Narragansett Citizen Attitude Survey Importance-Satisfaction Assessment Matrix

## -Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance



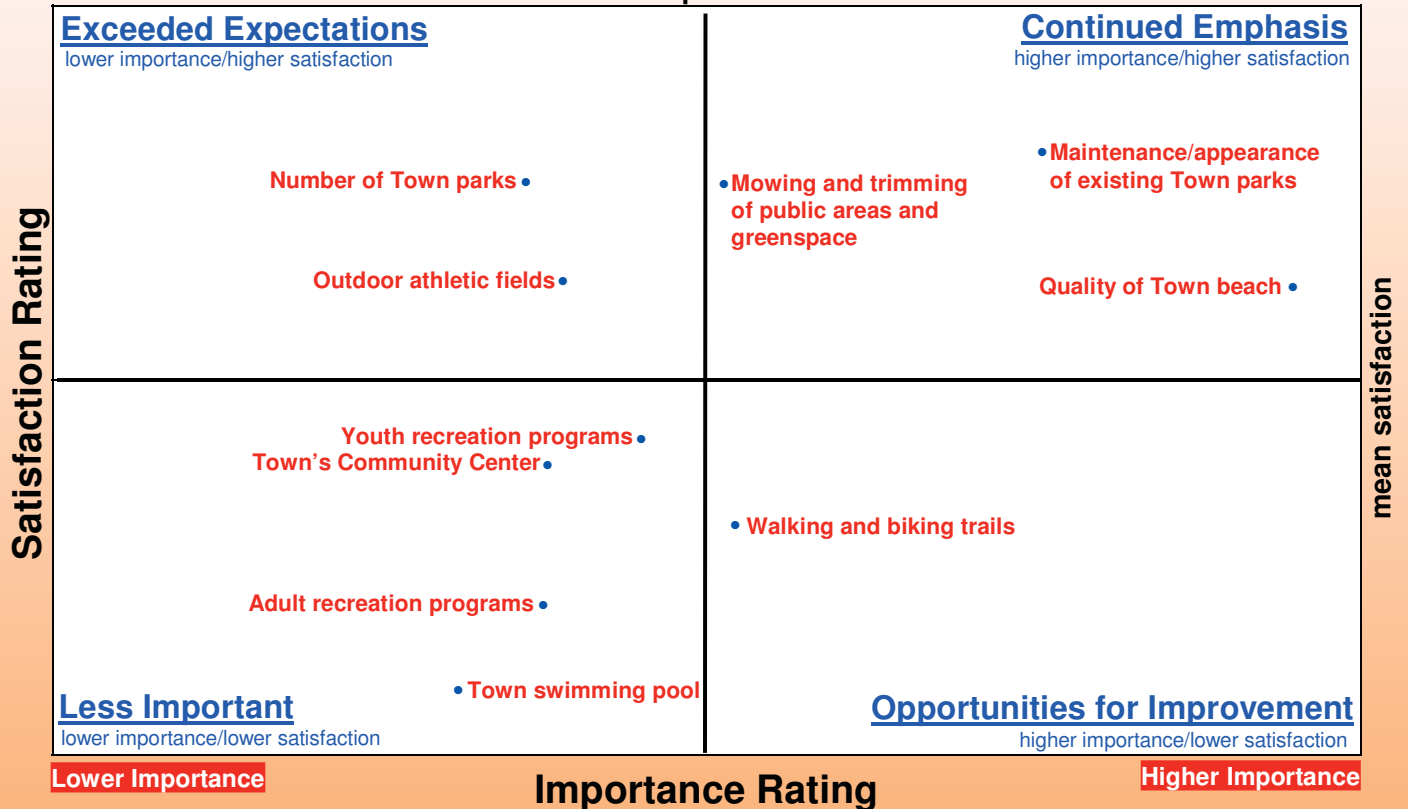
# 2011 Town of Narragansett Citizen Attitude Survey

## Importance-Satisfaction Assessment Matrix

### -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance

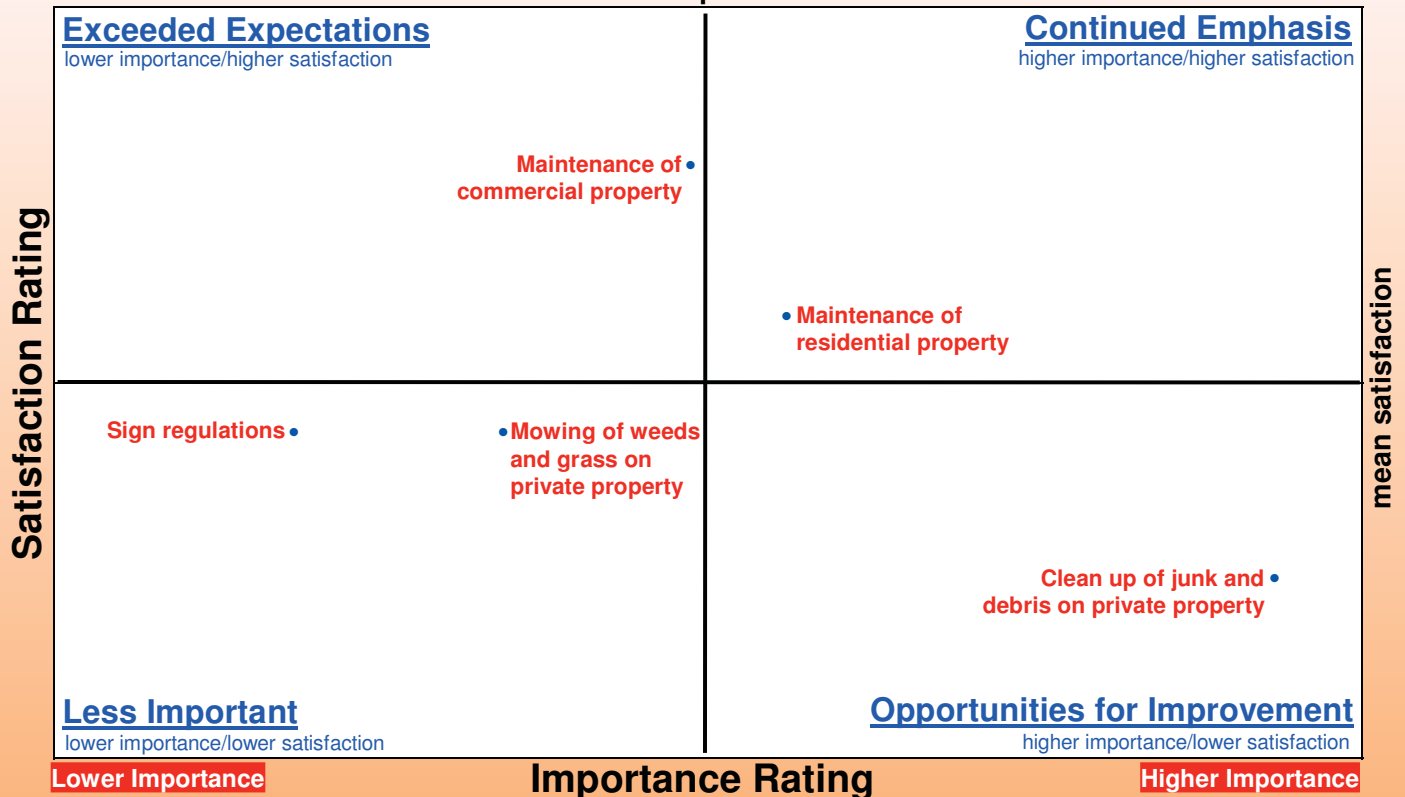


# 2011 Town of Narragansett Citizen Attitude Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance

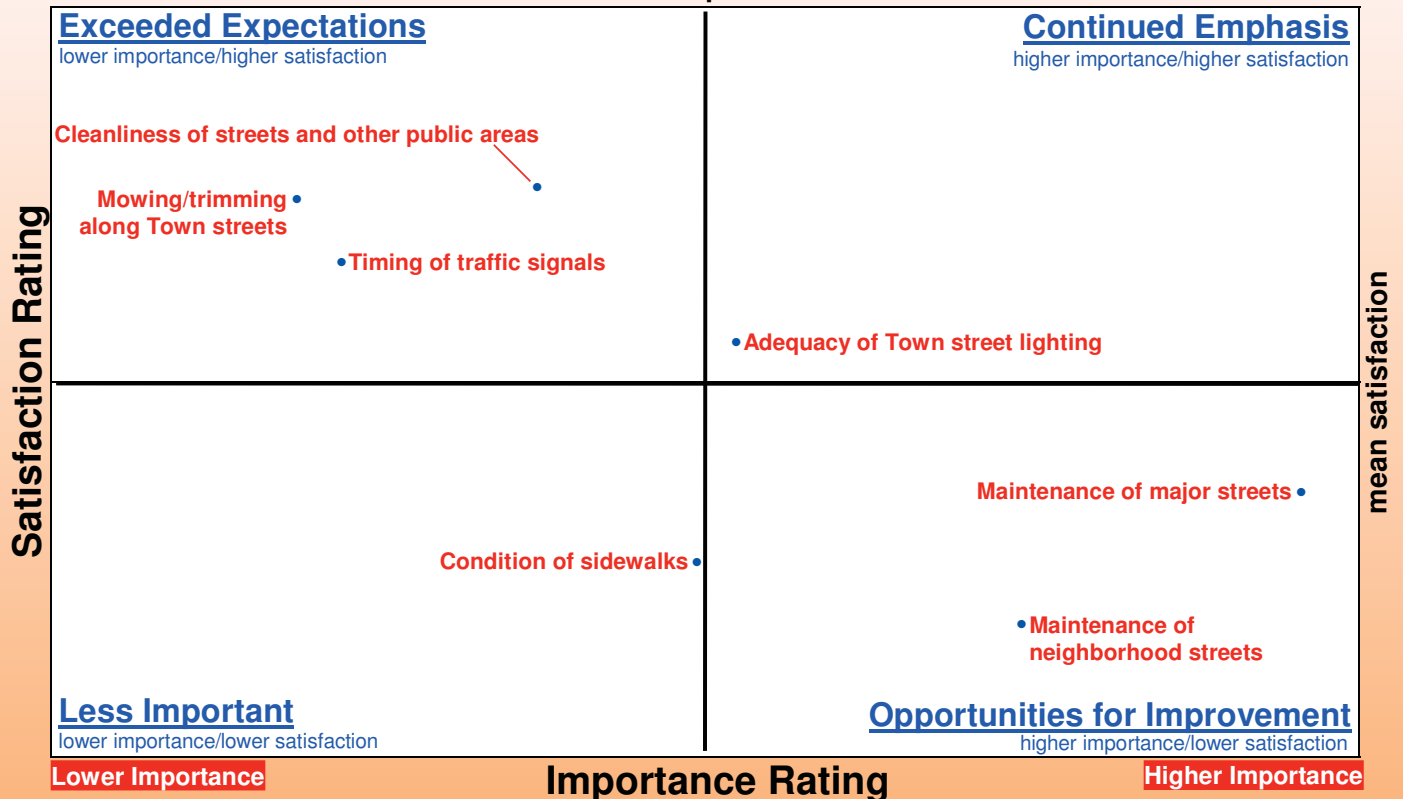


# 2011 Town of Narragansett Citizen Attitude Survey Importance-Satisfaction Assessment Matrix

## -Streets and Infrastructure-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

mean importance



*Section 4:*  
***Tabular Data and  
Survey Instrument***

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**Q1. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Parks and recreation services	29.9%	32.2%	15.4%	5.1%	2.7%	14.8%
Q1b. Water and wastewater services	41.1%	33.5%	13.3%	3.6%	2.5%	6.0%
Q1c. Emergency medical services	57.4%	18.9%	3.8%	0.8%	0.5%	18.6%
Q1d. Enforcement of codes and ordinances	22.7%	30.5%	17.7%	8.8%	6.3%	13.9%
Q1e. Fire services	59.9%	20.7%	4.1%	1.7%	0.3%	13.3%
Q1f. Library services	66.0%	18.2%	5.3%	0.3%	0.5%	9.6%
Q1g. Traffic flow in the Town	25.9%	34.7%	24.7%	7.6%	4.1%	3.0%
Q1h. Maintenance of Town streets and sidewalks	19.1%	30.5%	26.4%	14.8%	8.6%	0.7%
Q1i. Management of stormwater runoff and flood prevention	22.9%	31.2%	21.9%	7.0%	4.5%	12.6%
Q1j. Police services	54.4%	27.5%	8.6%	3.6%	1.7%	4.1%
Q1k. Snow removal	30.3%	36.0%	19.1%	7.3%	4.0%	3.3%
Q1l. Town communication with the public	22.9%	29.4%	24.7%	10.1%	5.1%	7.8%
Q1m. Customer service provided by Town employees	34.8%	33.7%	14.1%	4.5%	2.8%	10.1%
Q1n. School services	26.5%	20.1%	9.3%	2.0%	2.0%	40.1%

**Q1. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Parks and recreation services	35.0%	37.7%	18.1%	6.0%	3.1%
Q1b. Water and wastewater services	43.7%	35.6%	14.1%	3.9%	2.6%
Q1c. Emergency medical services	70.5%	23.2%	4.7%	1.0%	0.6%
Q1d. Enforcement of codes and ordinances	26.4%	35.5%	20.6%	10.2%	7.3%
Q1e. Fire services	69.0%	23.9%	4.8%	1.9%	0.4%
Q1f. Library services	73.0%	20.2%	5.9%	0.4%	0.6%
Q1g. Traffic flow in the Town	26.7%	35.7%	25.5%	7.9%	4.3%
Q1h. Maintenance of Town streets and sidewalks	19.2%	30.7%	26.5%	14.9%	8.7%
Q1i. Management of stormwater runoff and flood prevention	26.2%	35.7%	25.0%	8.0%	5.1%
Q1j. Police services	56.7%	28.7%	9.0%	3.8%	1.7%
Q1k. Snow removal	31.4%	37.2%	19.7%	7.5%	4.1%
Q1l. Town communication with the public	24.8%	31.8%	26.8%	11.0%	5.6%
Q1m. Customer service provided by Town employees	38.7%	37.5%	15.7%	5.0%	3.1%
Q1n. School services	44.3%	33.5%	15.5%	3.3%	3.3%

**Q2. Which FOUR services do you think are most important for the Town to provide? (Top four)**

<u>Q2. Sum of Top 4 choices</u>	<u>Number</u>	<u>Percent</u>
Parks & recreation services	116	19.2 %
Water & wastewater services	104	17.2 %
Emergency medical services	175	29.0 %
Enforcement of codes & ordinances	107	17.7 %
Fire services	244	40.5 %
Library services	47	7.8 %
Management of traffic flow in the Town	92	15.3 %
Maintenance of Town streets & sidewalks	221	36.7 %
Management of stormwater runoff & flood prevention	84	13.9 %
Police services	307	50.9 %
Snow removal	149	24.7 %
Town communication with the public	114	18.9 %
Customer service provided by Town employees	44	7.3 %
School services	153	25.4 %
None chosen	45	7.5 %
Total	2002	

**Q3. Using a scale of 1 to 5, where "5" means "very safe" and "1" means "very unsafe," please indicate how safe you feel in the following situations.**

(N=603)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q3a. In Town parks	51.4%	26.5%	4.8%	1.3%	0.2%	15.8%
Q3b. In your neighborhood during the day	73.5%	22.2%	2.7%	0.8%	0.3%	0.5%
Q3c. In your neighborhood at night	59.0%	28.9%	7.6%	2.0%	1.3%	1.2%
Q3d. In commercial and retail areas of the Town	53.9%	33.5%	8.1%	0.8%	0.5%	3.2%

**Q3. Using a scale of 1 to 5, where "5" means "very safe" and "1" means "very unsafe," please indicate how safe you feel in the following situations. (without "don't know")**

(N=603)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q3a. In Town parks	61.0%	31.5%	5.7%	1.6%	0.2%
Q3b. In your neighborhood during the day	73.8%	22.3%	2.7%	0.8%	0.3%
Q3c. In your neighborhood at night	59.7%	29.2%	7.7%	2.0%	1.3%
Q3d. In commercial and retail areas of the Town	55.7%	34.6%	8.4%	0.9%	0.5%

**Q4. Please rate each item on a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied" regarding your perceptions of Narragansett.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4a. Overall quality of services provided by the Town	30.0%	50.1%	13.9%	3.2%	1.0%	1.8%
Q4b. How well the Town is planning for growth	11.1%	24.9%	25.4%	11.3%	6.8%	20.6%
Q4c. Overall quality of life in the Town	47.4%	36.8%	9.6%	3.6%	0.5%	2.0%
Q4d. Availability of job opportunities in Narragansett	5.1%	12.1%	24.9%	16.9%	11.8%	29.2%
Q4e. Overall value you receive for Town taxes and fees	18.9%	34.7%	26.5%	10.6%	5.3%	4.0%
Q4f. The quality of new development in the Town	13.4%	23.5%	30.7%	9.6%	6.6%	16.1%
Q4g. The direction the Town is heading	12.9%	33.2%	27.7%	9.0%	4.6%	12.6%

**Q4. Please rate each item on a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied" regarding your perceptions of Narragansett. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4a. Overall quality of services provided by the Town	30.6%	51.0%	14.2%	3.2%	1.0%
Q4b. How well the Town is planning for growth	14.0%	31.3%	31.9%	14.2%	8.6%
Q4c. Overall quality of life in the Town	48.4%	37.6%	9.8%	3.7%	0.5%
Q4d. Availability of job opportunities in Narragansett	7.3%	17.1%	35.1%	23.9%	16.6%
Q4e. Overall value you receive for Town taxes and fees	19.7%	36.1%	27.6%	11.1%	5.5%
Q4f. The quality of new development in the Town	16.0%	28.1%	36.6%	11.5%	7.9%
Q4g. The direction the Town is heading	14.8%	38.0%	31.7%	10.2%	5.3%

**Q5. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following parks and recreation services.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5a. Maintenance and appearance of existing Town parks	30.3%	37.5%	11.3%	3.8%	1.2%	15.9%
Q5b. Number of Town parks	27.5%	35.8%	12.1%	3.8%	0.8%	19.9%
Q5c. Walking and biking trails in the Town	20.2%	27.9%	17.9%	9.8%	3.3%	20.9%
Q5d. The Town's Community Center	19.2%	24.9%	16.9%	5.8%	2.2%	31.0%
Q5e. Town swimming pool	9.6%	11.1%	12.6%	3.6%	3.5%	59.5%
Q5f. Quality of youth recreation programs	15.1%	19.9%	14.3%	2.7%	1.7%	46.4%
Q5g. Quality of adult recreation programs	14.4%	17.4%	16.7%	5.0%	2.8%	43.6%
Q5h. Quality of outdoor athletic facilities	22.2%	30.8%	14.3%	3.6%	1.0%	28.0%
Q5i. Mowing and trimming of public areas and greenspace	26.2%	40.8%	12.8%	4.3%	1.7%	14.3%
Q5j. Quality of Town beach	32.7%	30.5%	13.9%	6.5%	2.5%	13.9%

**Q5. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following parks and recreation services. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a. Maintenance and appearance of existing Town parks	36.1%	44.6%	13.4%	4.5%	1.4%
Q5b. Number of Town parks	34.4%	44.7%	15.1%	4.8%	1.0%
Q5c. Walking and biking trails in the Town	25.6%	35.2%	22.6%	12.4%	4.2%
Q5d. The Town's Community Center	27.9%	36.1%	24.5%	8.4%	3.1%
Q5e. Town swimming pool	23.8%	27.5%	31.1%	9.0%	8.6%
Q5f. Quality of youth recreation programs	28.2%	37.2%	26.6%	5.0%	3.1%
Q5g. Quality of adult recreation programs	25.6%	30.9%	29.7%	8.8%	5.0%
Q5h. Quality of outdoor athletic facilities	30.9%	42.9%	19.8%	5.1%	1.4%
Q5i. Mowing and trimming of public areas and greenspace	30.6%	47.6%	14.9%	5.0%	1.9%
Q5j. Quality of Town beach	38.0%	35.5%	16.2%	7.5%	2.9%



**Q6. Which THREE of the parks and recreation services do you think are most important for the Town to provide? (Top three)**

<u>Q6. Sum of Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing Town parks	210	34.8 %
Number of Town parks	67	11.1 %
Walking & biking trails in the Town	125	20.7 %
The Town's Community center	73	12.1 %
Town swimming pool	48	8.0 %
Quality of youth recreation programs	99	16.4 %
Quality of adult recreation programs	72	11.9 %
Quality of outdoor athletic facilities	77	12.8 %
Mowing & trimming of public areas & greenspace	122	20.2 %
Quality of Town beach	279	46.3 %
None chosen	140	23.2 %
Total	1312	

**Q7. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following code enforcement services.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7a. Enforcement of the clean-up of junk and debris on private property	14.1%	32.1%	20.9%	11.1%	5.6%	16.1%
Q7b. Enforcement of mowing of weeds and grass on private property	15.1%	33.0%	20.9%	8.3%	4.5%	18.2%
Q7c. Enforcement of sign regulations	17.7%	29.4%	22.6%	6.8%	3.5%	20.1%
Q7d. Enforcement of the maintenance of residential property in the Town	16.7%	35.2%	22.4%	7.8%	2.7%	15.3%
Q7e. Enforcement of the maintenance of commercial property in the Town	17.9%	38.0%	21.1%	5.3%	1.7%	16.1%

**Q7. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following code enforcement services. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7a. Enforcement of the clean-up of junk and debris on private property	16.8%	38.2%	25.0%	13.3%	6.7%
Q7b. Enforcement of mowing of weeds and grass on private property	18.5%	40.4%	25.6%	10.1%	5.5%
Q7c. Enforcement of sign regulations	22.2%	36.7%	28.2%	8.5%	4.4%
Q7d. Enforcement of the maintenance of residential property in the Town	19.8%	41.5%	26.4%	9.2%	3.1%
Q7e. Enforcement of the maintenance of commercial property in the Town	21.3%	45.3%	25.1%	6.3%	2.0%

**Q8. Which TWO of the code enforcement services I just read do you think are most important for the Town to provide? (Top two)**

<u>Q8. Sum of Top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Clean-up of junk & debris on private property	242	40.1 %
Mowing of weeds & grass on private property	135	22.4 %
Sign regulations	106	17.6 %
Maintenance of residential property	174	28.9 %
Maintenance of commercial property	161	26.7 %
<u>None chosen</u>	<u>158</u>	<u>26.2 %</u>
Total	976	

**Q9. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following infrastructure services provided by the Town.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9a. Maintenance of major Town streets	22.1%	38.1%	24.2%	9.3%	5.6%	0.7%
Q9b. Maintenance of streets in your neighborhood	20.6%	33.5%	23.4%	12.6%	8.8%	1.2%
Q9c. Timing of traffic signals in the Town	26.9%	39.5%	21.1%	5.8%	2.7%	4.1%
Q9d. Mowing and trimming along Town streets	27.7%	42.0%	20.9%	3.8%	2.7%	3.0%
Q9e. Cleanliness of Town streets and other public areas	27.9%	43.9%	18.1%	7.3%	2.2%	0.7%
Q9f. Condition of sidewalks in the Town	18.2%	34.2%	24.9%	9.8%	4.6%	8.3%
Q9g. Adequacy of Town street lighting	24.2%	37.5%	23.4%	7.0%	2.3%	5.6%

**Q9. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following infrastructure services provided by the Town. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9a. Maintenance of major Town streets	22.2%	38.4%	24.4%	9.3%	5.7%
Q9b. Maintenance of streets in your neighborhood	20.8%	33.9%	23.7%	12.8%	8.9%
Q9c. Timing of traffic signals in the Town	28.0%	41.2%	22.0%	6.1%	2.8%
Q9d. Mowing and trimming along Town streets	28.5%	43.2%	21.5%	3.9%	2.7%
Q9e. Cleanliness of Town streets and other public areas	28.0%	44.2%	18.2%	7.3%	2.2%
Q9f. Condition of sidewalks in the Town	19.9%	37.3%	27.1%	10.7%	5.1%
Q9g. Adequacy of Town street lighting	25.7%	39.7%	24.8%	7.4%	2.5%

**Q10. Which THREE of the infrastructure services do you think are most important for the Town to provide?**

Q10. Sum of Top 3 choices	Number	Percent
Maintenance of major streets	338	56.1 %
Maintenance of streets in your neighborhood	274	45.4 %
Timing of traffic signals	117	19.4 %
Mowing & trimming along Town streets	107	17.7 %
Cleanliness of Town streets & public areas	162	26.9 %
Condition of sidewalks	199	33.0 %
Adequacy of street lighting	208	34.5 %
None chosen	57	9.5 %
Total	1462	

**Q11. From which of the following sources do you currently get information about the Town of Narragansett?**

Q11. From which sources do you currently get information about Narragansett?	Number	Percent
Television	222	36.8 %
Newspaper	455	75.5 %
Internet	189	31.3 %
Cell phones	32	5.3 %
Neighborhood groups	84	13.9 %
Utility bill insert	56	9.3 %
Other	56	9.3 %
Don't know	9	1.5 %
Total	1103	

**Q12. Which of the following electronic sources of information are you currently using?**

Q12. Which electronic sources of information are  
you currently using?

	Number	Percent
Facebook	127	21.1 %
Twitter	24	4.0 %
MySpace	13	2.2 %
YouTube	43	7.1 %
iPhone applications	38	6.3 %
Blackberry applications	29	4.8 %
Android applications	30	5.0 %
Text messages	97	16.1 %
Internet (general use)	369	61.2 %
Other	9	1.5 %
None of the above	208	34.5 %
Total	987	



**Q13. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the following communication services.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a. The availability of information about government operations	17.1%	36.5%	24.7%	8.6%	4.1%	9.0%
Q13b. Town efforts to keep residents informed about local issues	17.1%	33.0%	27.7%	11.1%	5.0%	6.1%
Q13c. The level of public involvement in Town decision-making	10.8%	26.9%	29.0%	15.4%	6.5%	11.4%
Q13d. Usefulness of the information that is available on the Town's Web site	10.9%	25.7%	16.7%	5.1%	2.5%	39.0%

**Q13. Title Q13. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the following communication services. (without "don't know")**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a. The availability of information about government operations	18.8%	40.1%	27.1%	9.5%	4.6%
Q13b. Town efforts to keep residents informed about local issues	18.2%	35.2%	29.5%	11.8%	5.3%
Q13c. The level of public involvement in Town decision-making	12.2%	30.3%	32.8%	17.4%	7.3%
Q13d. Usefulness of the information that is available on the Town's Web site	17.9%	42.1%	27.4%	8.4%	4.1%

**Q14. Have you contacted the Town of Narragansett during the past year?**

Q14. Have you contacted the Town of Narragansett during the past year?	Number	Percent
Yes	292	48.4 %
No	311	51.6 %
Total	603	100.0 %

**Q14b1-5. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the employees in the Department you contacted.**

(N=292)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14b1. How easy they were to contact	66.4%	19.5%	3.8%	4.1%	5.8%	0.3%
Q14b2. The way you were treated	63.0%	20.5%	6.8%	4.1%	4.8%	0.7%
Q14b3. The accuracy of the information and the assistance you were given	56.2%	19.5%	10.3%	4.5%	7.5%	2.1%
Q14b4. How quickly staff responded to your request	56.8%	16.1%	9.9%	4.5%	9.9%	2.7%
Q14b5. How well your issue was handled	54.8%	18.5%	8.2%	5.8%	10.6%	2.1%

**Q14b1-5. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the employees in the Department you contacted. (without "don't know")**

(N=292)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14b1. How easy they were to contact	66.7%	19.6%	3.8%	4.1%	5.8%
Q14b2. The way you were treated	63.4%	20.7%	6.9%	4.1%	4.8%
Q14b3. The accuracy of the information and the assistance you were given	57.3%	19.9%	10.5%	4.5%	7.7%
Q14b4. How quickly staff responded to your request	58.5%	16.5%	10.2%	4.6%	10.2%
Q14b5. How well your issue was handled	55.9%	18.9%	8.4%	5.9%	10.8%

**Q15. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following solid waste and utility services.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a. Drinking water services	46.8%	31.3%	10.6%	3.6%	2.5%	5.1%
Q15b. Wastewater (sewer) services	40.8%	30.5%	10.6%	3.8%	2.8%	11.4%

**Q15. Using a scale of 1 to 5, where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with each of the following solid waste and utility services.**

(N=603)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a. Drinking water services	49.3%	33.0%	11.2%	3.8%	2.6%
Q15b. Wastewater (sewer) services	46.1%	34.5%	12.0%	4.3%	3.2%

**Q16. Using a scale from 1 to 5, where "5" means it is "very willing" and "1" means "not willing at all", please indicate how willing you would be to accept reductions in funding or service in the following specific areas as Town leaders reduce services to balance the budget.**

(N=603)

	Very willing	Willing	Not sure	Not willing	Not willing at all
Q16a. Street maintenance	3.6%	17.1%	26.6%	28.0%	24.7%
Q16b. Street Lighting	10.4%	17.6%	28.4%	25.0%	18.6%
Q16c. Street & Traffic improvements	6.1%	20.7%	28.9%	28.2%	16.1%
Q16d. Police Patrols & Response	6.1%	10.4%	18.1%	28.2%	37.1%
Q16e. Police Crime Solving Efforts	5.5%	11.3%	20.5%	27.2%	35.5%
Q16f. Fire Response	6.0%	8.8%	15.3%	27.7%	42.3%
Q16g. Emergency Medical Response	6.1%	7.5%	15.6%	27.0%	43.8%
Q16h. Parks Maintenance & operating hours	8.3%	27.5%	34.4%	18.9%	10.9%
Q16i. Recreation Facilities & programs for children & teens	6.8%	19.9%	34.5%	23.4%	15.4%
Q16j. Recreation Facilities & programs for adults	9.5%	24.2%	34.0%	20.6%	11.8%
Q16k. Building Permits and Code Inspections	9.3%	16.1%	32.8%	26.2%	15.6%
Q16l. Swimming Pools and Instruction programs	9.6%	21.4%	39.0%	19.1%	10.9%
Q16m. Efforts to create jobs and grow local businesses	7.3%	13.4%	26.5%	27.2%	25.5%

**Q16a. Would you be willing to pay an increase in taxes to avoid reductions in the service(s) you indicated that you were not willing to accept reductions?**

Q16-a. Would you be willing to pay an increase in taxes to avoid reductions in service?	Number	Percent
Yes	222	41.7 %
No	287	53.9 %
Don't know	23	4.3 %
Total	532	100.0 %

**Q17. Approximately how many years have you lived in Narragansett?**

Q17. Approximately how many years have you lived in Narragansett?	Number	Percent
5 or less	70	11.6 %
6 to 10	70	11.6 %
11 to 15	82	13.6 %
16 to 20	71	11.8 %
21 to 30	127	21.1 %
31+	183	30.3 %
Total	603	100.0 %

**Q18. What is your age?**

Q18. What is your age?	Number	Percent
18-34 years	89	14.8 %
35-44 years	92	15.3 %
45-54 years	148	24.5 %
55-64 years	146	24.2 %
65+ years	128	21.2 %
Total	603	100.0 %

**Q19. What is your gender?**

Q19. What is your gender?	Number	Percent
Female	308	51.1 %
Male	295	48.9 %
Total	603	100.0 %

**Q20. Do you own or rent your home?**

Q20. Do you own or rent your home?	Number	Percent
Own	532	88.2 %
Rent	66	10.9 %
None chosen	5	0.8 %
Total	603	100.0 %

**Q21. Are you a student?**

Q21. Are you a student?	Number	Percent
Yes	18	3.0 %
No	585	97.0 %
Total	603	100.0 %

**Q22. Are you registered to vote?**

Q22. Are you registered to vote?	Number	Percent
Yes	573	95.5 %
No	27	4.5 %
Total	603	100.0 %

**Q23. Did you vote in the Town's last local election?**

Q23. Did you vote in the Town's last local election?	Number	Percent
Yes	518	85.9 %
No	82	13.6 %
Don't remember	3	0.5 %
Total	603	100.0 %



## Town of Narragansett 2011 Citizen Attitude Survey Questions

Hello, my name is [First Name]. I'm calling on behalf of the Town of Narragansett (nair-uh-GANN-set) and I'm NOT selling anything. The reason I am calling is to get input from residents about the quality of Town services and priorities for our community. The survey takes less than 15 minutes and we would really appreciate your time. **WOULD YOU BE ABLE TO PARTICIPATE?**

[If Yes] That's great! All your answers will be kept completely confidential.

**Am I speaking with someone 18 or older.**

[If Yes – continue; If No –ask to speak to someone who is at least 18]

1. **Overall Quality of Town Services:** I'd like to begin by asking you to rate the overall quality of major services provided by the Town. Using a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied," please rate your satisfaction with the following:

<b>How satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Parks and recreation services	5	4	3	2	1	9
B.	Water and wastewater services	5	4	3	2	1	9
C.	Emergency medical services	5	4	3	2	1	9
D.	Enforcement of codes and ordinances	5	4	3	2	1	9
E.	Fire services	5	4	3	2	1	9
F.	Library services	5	4	3	2	1	9
G.	Management of traffic flow in the Town	5	4	3	2	1	9
H.	Maintenance of Town streets and sidewalks	5	4	3	2	1	9
I.	Management of stormwater runoff and flood prevention	5	4	3	2	1	9
J.	Police services	5	4	3	2	1	9
K.	Snow removal	5	4	3	2	1	9
L.	Town communication with the public	5	4	3	2	1	9
M.	Customer service provided by Town employees	5	4	3	2	1	9
N.	School Services	5	4	3	2	1	9

2. **Of the services I just read, which FOUR do you think are most important for the Town to provide?**  
[Write in the letters below using the letters from the list in Question 1 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_ 4<sup>th</sup>. \_\_\_\_\_



3. **Public Safety:** Using a scale of 1 to 5 where “5” means “very safe” and “1” means “very unsafe,” please indicate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	In Town parks	5	4	3	2	1	9
B.	In your neighborhood during the day	5	4	3	2	1	9
C.	In your neighborhood at night	5	4	3	2	1	9
D.	In commercial and retail areas of the Town	5	4	3	2	1	9

4. **Perceptions of the Town:** Next I am going to read a list of items that may influence your perception of the Town of Narragansett (nair-uh-GANN-set). Please rate each item on a scale of 1 to 5 where “5” means “very satisfied” and “1” means “very dissatisfied.”

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the Town	5	4	3	2	1	9
B.	How well the Town is planning for growth	5	4	3	2	1	9
C.	Overall quality of life in the Town	5	4	3	2	1	9
D.	Availability of job opportunities in Narragansett (nair-uh-GANN-set)	5	4	3	2	1	9
E.	Overall value you receive for Town taxes and fees	5	4	3	2	1	9
F.	The quality of new development in the Town	5	4	3	2	1	9
G.	The direction the Town is heading	5	4	3	2	1	9

5. **Parks and Recreation:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following parks and recreation services:

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance and appearance of existing Town parks	5	4	3	2	1	9
B.	Number of Town parks	5	4	3	2	1	9
C.	Walking and biking trails in the Town	5	4	3	2	1	9
D.	The Town's Community Center	5	4	3	2	1	9
E.	Town swimming pool	5	4	3	2	1	9
F.	Quality of youth recreation programs	5	4	3	2	1	9
G.	Quality of adult recreation programs	5	4	3	2	1	9
H.	Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
I.	Mowing and trimming of public areas and greenspace	5	4	3	2	1	9
J.	Quality of Town beach	5	4	3	2	1	9

6. **Which THREE of the parks and recreation services I just read do you think are most important for the Town to provide?** [Write in the letters below using the letters from the list in Question 5 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

7. **Code Enforcement:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following code enforcement services:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcement of the clean-up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcement of sign regulations	5	4	3	2	1	9
D.	Enforcement of the maintenance of residential property in the Town	5	4	3	2	1	9
E.	Enforcement of the maintenance of commercial property in the Town	5	4	3	2	1	9

8. Which TWO of the code enforcement services I just read do you think is most important for the Town to provide? [Write in the letter below using the letters from the list in Question 7 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

9. **Streets and Infrastructure:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following infrastructure services provided by the Town:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major Town streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Timing of traffic signals in the Town	5	4	3	2	1	9
D.	Mowing and trimming along Town streets	5	4	3	2	1	9
E.	Cleanliness of Town streets and other public areas	5	4	3	2	1	9
F.	Condition of sidewalks in the Town	5	4	3	2	1	9
G.	Adequacy of Town street lighting	5	4	3	2	1	9

10. Which THREE of the services I just read do you think are most important for the Town to provide? [Write in the letters below using the letters from the list in Question 9 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_

11. From which of the following sources do you currently get information about the Town of Narragansett (nair-uh-GANN-set)? (read list and check all that apply)

☐ (1) Television  
☐ (2) Newspaper  
☐ (3) Internet  
☐ (4) Cell Phones  
☐ (5) Neighborhood Groups  
☐ (6) Utility Bill Insert  
☐ (7) Other: \_\_\_\_\_

12. Which of the following electronic sources of information are you currently using? (read list and check all that apply)

\_\_\_\_(01) Facebook

\_\_\_\_(02) Twitter

\_\_\_\_(03) My Space

\_\_\_\_(04) YouTube

\_\_\_\_(05) iPhone applications

\_\_\_\_(06) Blackberry applications

\_\_\_\_(07) Android applications

\_\_\_\_(08) Text messages

\_\_\_\_(09) The Internet (general use)

\_\_\_\_(10) Other: \_\_\_\_\_

\_\_\_\_(11) None of the above

13. **Communication.** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with the following communication services provided by the Town:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about government operations	5	4	3	2	1	9
B.	Town efforts to keep residents informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in Town decision-making	5	4	3	2	1	9
D.	Usefulness of the information that is available on the Town's Web site	5	4	3	2	1	9

14. Have you contacted the Town of Narragansett (nair-uh-GANN-set) during the past year?

\_\_\_\_(1) Yes [answer Question 14a-b]

\_\_\_\_(2) No [go to Question 15]

- 14a. [Only if “YES” to Question 14] Which Town department did you contact most recently?

\_\_\_\_\_

- 14b. [Only if “YES” to Question 14] Using a 5-point scale where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with the employees in the Department you contacted most recently with regard to the following:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy they were to contact	5	4	3	2	1	9
2.	The way you were treated	5	4	3	2	1	9
3.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
4.	How quickly Town staff responded to your request	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9

15. **Water/Wastewater Services:** Using a scale of 1 to 5, where “5” means “very satisfied” and “1” means “very dissatisfied,” please rate your satisfaction with each of the following solid waste and utility services:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Drinking water services	5	4	3	2	1	9
B.	Wastewater (sewer) services	5	4	3	2	1	9

## **Fiscal Issues**

16. As a result of the economy, the Town has experienced significant reductions in revenue while at the same time materials, fuel, and personnel costs have increased. Using a scale from 1 to 5, where "5" means it is "very willing" and "1" means "not willing at all", please indicate how willing you would be to accept reductions in funding or service in the following specific areas as Town leaders reduce services to balance the budget.

<b><i>How willing would you be to accept reductions in the following:</i></b>		<b>Very Willing</b>	<b>Willing</b>	<b>Not Sure</b>	<b>Not Willing</b>	<b>Not Willing at All</b>
A.	Street maintenance	5	4	3	2	1
B.	Street Lighting	5	4	3	2	1
C.	Street & Traffic improvements	5	4	3	2	1
D.	Police Patrols & Response	5	4	3	2	1
E.	Police Crime Solving Efforts	5	4	3	2	1
F.	Fire Response	5	4	3	2	1
G.	Emergency Medical Response	5	4	3	2	1
H.	Parks Maintenance & operating hours	5	4	3	2	1
I.	Recreation Facilities & programs for children & teens	5	4	3	2	1
J.	Recreation Facilities & programs for adults	5	4	3	2	1
K.	Building Permits and Code Inspections	5	4	3	2	1
L.	Swimming Pools and Instruction programs	5	4	3	2	1
M.	Efforts to create jobs and grow local businesses	5	4	3	2	1

16a. [If the respondent is "not willing" or "not willing at all" to accept reductions for one or more of these services ask]: Would you be willing to pay an increase in taxes to avoid reductions in the service(s) you indicated that you were not willing to accept reductions?  
\_\_\_\_(1) Yes      \_\_\_\_ (2) No

## **DEMOGRAPHICS**

17. Approximately how many years have you lived in Narragansett (nair-uh-GANN-set)? \_\_\_\_\_ years

18. What is your age? \_\_\_\_\_ years

19. What is your gender? \_\_\_\_ (1) Female      \_\_\_\_ (2) Male

23. Do you own or rent your home? \_\_\_\_ (1) own      \_\_\_\_ (2) rent

24. Are you a student? \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

25. Are you registered to vote? \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

26. Did you vote in the Town's last local election? \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

*Before we end the survey, do you have any specific suggestions to improve the quality of Town services that you have not already mentioned?*

**This concludes the survey. Thank you for your time!**

**RECORD HOME ADDRESS:** \_\_\_\_\_